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MICHIGAN DEPARTMENT OF TRANSPORTATION

Marketing Public Transit

An Evaluation

Gigante, Lisa.

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16. Abstract

This report evaluates projects which were implemented by 11 Michigan transit systems under the state's Section 4(i) marketing grant. The objectives of this grant were to:

(1) Expand public awareness and improve the image of public transportation throughout the State of Michigan.

(2) Increase utilization of public transportation services throughout the State of Michigan.

(3) Evaluate the implementation of innovative marketing techniques for statewide adoption.

The evaluation results indicate which marketing techniques were most effective, and which would be more appropriate in urban and rural areas.

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EXECUTIVE SUMMARY

Introduction

In March 1983, the Michigan Department of Transportation (MDOT) received a grant of $335,000 to be used in the development of innovative transit marketing techniques, which it distributed to 11 local Michigan transit systems. This report analyzes the various projects which resulted from the grant, and provides recommendations for the implementation of similar techniques by other transit systems.

Two methods were used to evaluate the marketing projects; quarterly report data that was submitted by each transit system was analyzed, and a telephone survey was conducted for four of the systems. The surveyed systems included: Harbor Transit (Grand Haven), Isabella County Transportation Commission, Mass Transportation Authority (Flint), and Metro Transit System (Kalamazoo).

Results of Data Collection, Analysis, and Evaluation

The collected data was analyzed to determine the effectiveness of the marketing projects on the public's awareness, attitude, and usage of the local bus systems, and to provide information regarding bus riders and non-riders. The impact of the projects can be summarized as follows:

Most Effective in Improving Public Awareness:

- Newspaper ads
- Radio ads
- Brochures
- Direct mail
- Trolleys
- New bus stop signs
- Presentations to community groups
- Ad buses
- Community activities
- Map posters
- Elementary education programs

Most Effective in Improving Attitudes:

- Television ads
- Uniform jackets
- Trolleys
- New bus stop signs
- Community activities
- New token machines

Most Effective in Increasing Ridership:

- Newspaper ads
- Television ads
- Discount coupons
- Map posters
- New user guides

The survey data of the individual transit systems was aggregated in order to make conclusions regarding media effectiveness in rural and urban areas. Harbor Transit and Isabella County Transportation Commission were used to represent rural areas. Mass Transportation Authority did not implement its projects, therefore Metro Transit System's survey data was used alone to represent urban areas. The findings revealed that:

In general, newspaper ads, followed by radio ads, had the greatest effect on the public's awareness of bus services, in both rural and urban areas.

Whereas newspaper ads also had the greatest impact on ridership in urban areas, television ads were more effective in increasing ridership in rural areas.

The survey data was then reaggregated, in order to gather information about some of the characteristics of bus riders and non-riders. It was found that:

The 16-19 and 60 and over age groups have the highest proportion of riders to non-riders within their respective age groups.

The 20-29 and 60 and over age groups each account for 25 percent of total bus riders surveyed, followed by the 30-39 and 16-19 age groups, which account for 16 percent and 14 percent, respectively.

Twenty-one percent of all bus riders surveyed are high school or college students, 18 percent are retired, and 18 percent are homemakers.

Of those who ride the bus, 42 percent ride it only yearly, 29 percent ride it monthly, and 29 percent ride it weekly or daily.

Of the people who ride the bus, 89 percent know the cost, whereas only 29 percent of non-riders know the cost.

Of the bus riders, 88 percent said they know how to obtain bus information, whereas only 78 percent of the non-riders gave this response.

Conclusions

Based on the information provided in the quarterly reports, and the results of the telephone surveys, the marketing projects implemented by the 11 participating transit systems succeeded in improving the public's awareness, attitude, and usage of the local bus systems. Eighty-seven percent of the total grant funding was spent, resulting in a 2.3 percent net ridership increase for the year. During the same period, there was a net 2.4 percent increase in farebox revenues. To the extent that the marketing projects implemented under the 4(i) grant persuaded the public to ride the bus, rather than drive a car, the following energy and environmental benefits were also achieved:

- Less gasoline consumption.
- Reduced air pollution.
- Less traffic congestion
- Reduced need for parking space in crowded areas.

It was determined that all of the marketing projects could be adapted for use by other transit systems. A system's type (rural versus urban), objectives, intended target market, and available budget, would all play a role in determining which of the projects should be used.

Recommendations for Future Evaluations of Marketing Techniques

Although the telephone survey was an effective means of evaluating the results of the special marketing projects, the procedure contained several weaknesses. It could be improved through the following changes:

Conduct call-backs of people whose lines are busy, who are not at home, who say it is an inconvenient time to speak with them, or who say that no adult is available.

Clarify the meaning of the response categories.

Eliminate leading and open-ended questions, and excessive branching.

If several transit systems are being surveyed, make the questionnaires uniform, or compensate for differences in the coding stage.

Include a serial number on survey forms.

Color-code surveys for different systems, and visually distinguish the pre- and postsurveys.

INTRODUCTION

Description and Objectives of the MDOT Section 4(i) Project

Section 4(i) of the Urban Mass Transportation Act of 1964 authorizes the Urban Mass Transportation Administration (UMTA) to make grants to state and local public bodies "for the deployment of innovative techniques and methods in the management and operation of public transportation services." The MDOT grant was one of 31 special projects selected for funding by UMTA, under the first year of this program. MDOT received $335,000, which it distributed to 11 local bus systems; including: Alma Dial-A-Ride, Antrim County, Capital Area Transportation Authority, Grand Rapids Area Transit Authority, Harbor Transit, Isabella County Transportation Commission, Mass Transportation Authority, Mecosta County Area Transit, Metro Transit System, Saginaw Transit System, and Southeastern Michigan Transportation Authority. Twelve-month marketing contracts for each of the 11 transit systems were executed in March 1983.

The objectives of Michigan's Section 4(i) project were to:

1. Expand public awareness and improve the image of public transportation throughout the State of Michigan.

2. Increase utilization of public transportation services throughout the State of Michigan.

3. Evaluate the implementation of innovative marketing techniques for statewide adoption.

Description and Explanation of the Evaluation Process

Two approaches were taken to evaluate the marketing techniques used by the 11 transit systems; quarterly report data that was submitted by each transit system was analyzed, and a telephone survey was conducted.

Quarterly Report Data

Each transit system submitted quarterly reports to MDOT which consisted of a questionnaire and a farebox and ridership form (see appendix 1, on page 75). The questionnaire asked for each system's quarterly objectives, marketing project descriptions, results, and any reasons for changes in ridership other than the marketing techniques that were used. The farebox and ridership form asked for fare rates and revenue and ridership figures classified by type of passenger (regular, senior, handicapper, senior/handicapper, and student) for the quarterly period and for the same quarter the previous year.

The quarterly reports were analyzed to determine the effects of each transit system's marketing techniques in the areas of:

1. Net passenger increase due to the projects.
2. Net passenger revenue increase due to the projects.
3. Net change in passenger type due to the projects.
4. Objectives being met.
5. Adaptability of marketing techniques by other transit systems.
6. Energy savings due to the program.

Telephone Surveys

Pre- and post-telephone surveys were conducted for four of the transit systems before and after their implementation of the marketing projects. The transit systems were selected based on their size, type, and marketing techniques. Two rural systems; Harbor Transit (HT) and Isabella County Transportation Commission (ICTC), and two urban systems; Mass Transportation Authority (MTA) and Metro Transit System (MTS) were chosen. HT and MTA's surveys were conducted by MDOT, while ICTC and MTS conducted their own surveys using MDOT procedures and forms (see appendix 2, on page 79). Four hundred pre- and four hundred postsurveys were completed for each transit system. A description of the method used to determine the sample size appears in appendix 3, on page 81.

The surveys varied from 28 to 36 questions in length, and contained both general and system-specific questions (see appendix 4, on page 82). The general questions, which were consistent among the four systems, were designed to determine the respondents' demographic characteristics, and their awareness, attitudes, and usage of the local bus service. The system-specific questions referred to the specific marketing techniques that were implemented by each system.

Thirty test surveys were conducted for each system to identify possible problems with the survey questions, question clarity, or response categories. The final surveys, which were corrected for the weaknesses identified by the pilot test, were conducted between 2 p.m. and 8 p.m., Monday through Friday. Volunteer Michigan State University students aided MDOT personnel in making the telephone calls. Respondents were selected using a random number computer program that was developed at MDOT, which provided the location (page, column, row) of each respondent's number in the telephone book (see appendix 5, on page 139). If the telephone was answered by a willing respondent over the age of 16, a survey was completed. If a survey could not be conducted, the surveyors completed an information sheet, listing the respondent's name and telephone number, and the reason why a survey could not be done (i.e. busy, no answer, nonresidential, etc.) (see appendix 6, on page 140). In the interest of time, call-backs were not conducted.

The objectives of the telephone surveys were twofold:

1. To determine the effect of the marketing techniques on the awareness, attitude, and usage of the local transit systems.

2. To determine which marketing techniques were the most effective in reaching different groups of people, i.e. rural vs. urban, specific target groups vs. the general population, etc.

After the telephone surveys were completed they were coded and keypunched (see appendixes 7 and 8, on pages 141 and 146). The data was then analyzed using the Statistical Package for the Social Sciences (SPSS). SPSS was selected because it is a computer language specifically designed for statistical analyses, and contains a preprogrammed collection of all the statistical equations that were required to analyze the surveys. Computer programs were written to provide regression and correlation analysis of the survey data.

RESULTS OF DATA COLLECTION, ANALYSIS, AND EVALUATION

The results of the data collection, analysis, and evaluation are presented in three parts. First, the marketing projects of the seven transit systems which were not included in the telephone survey are summarized and evaluated based on the results described in the quarterly reports. Second, the projects of the four transit systems which were surveyed are evaluated based on the survey findings as well as the quarterly report data. Finally, the survey results of the individual transit systems are aggregated in order to make general conclusions about the effectiveness of specific marketing techniques, to determine which projects would be most appropriate in urban and rural areas, and to provide information regarding bus riders and non-riders.

Quarterly Report Data: Non-surveyed Systems

The marketing projects of the non-surveyed systems were evaluated based on revenue and ridership changes and the self-reported results described on the quarterly report questionnaires. The general survey findings were also used where appropriate. Those projects which sought to improve the image of the transit systems could not be properly evaluated without further survey data to measure attitude changes. They are therefore simply mentioned in the report for informational purposes.

1. Alma Dial-A-Ride

a. Project Summary

Alma received $4,732 of federal funding and provided a local share of $1,183, for a total marketing budget of $5,915. Its budget is shown by media category in table 1:

Table 1

GRANT BUDGET: ALMA DIAL-A-RIDE

	Budget	Percentage of Total Budget
Transportation Center Lettering	$1,000	16.9%
Brochures	350	5.9%
Schedule Displays	700	11.8%
Uniform Jackets	565	9.6%
Bus Billboards	550	9.3%
Radio	750	12.7%
Newspaper	900	15.2%
Cable TV	1,100	18.6%
Total	$5,915	100.0%

Alma Dial-A-Ride implemented the following marketing projects with its 4(i) grant funding:

Newspaper, TV, and Radio Ads: Alma advertised through these media in order to inform the public of the transit system's availability and convenience, and to encourage bus ridership during off-peak hours. These ads proved to be successful, as ridership continually improved. More passengers, particularly senior citizens, rode the bus during off-peak hours.

Brochures: Alma printed educational brochures, and distributed them to incoming students at Alma College, in the fall of 1983. Alma does not record its student passengers separately, so it is not known if ridership increased as a result.

Jackets: In order to enhance the transit system's professional image, Alma purchased new winter uniform jackets for its bus drivers. The jackets, which carried the Dial-A-Ride logo, were to improve Alma's image and advertise the Dial-A-Ride name.

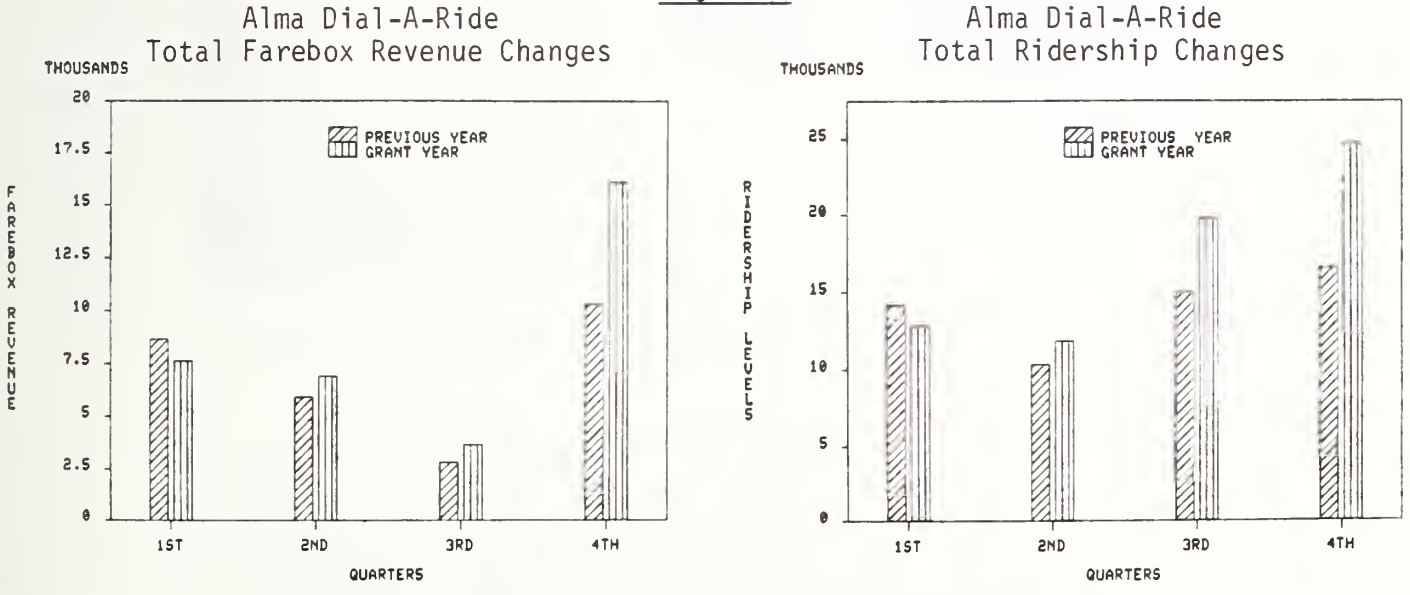
Transportation Center Lettering: As another means of improving its image, Alma purchased new lettering to identify its name on the transportation building.

Schedule Display: A schedule display was purchased for Alma's transportation center in order to inform the public of the hours and days of bus service.

b. Revenue and Ridership Changes

Alma Dial-A-Ride's quarterly revenue and ridership changes are shown in figure 1 below.

Figure 1



Although revenue and ridership decreased by 11.9 percent and 9.4 percent from the previous year in the first quarter, they progressively improved throughout the year (see table 2). The greatest improvement was shown in the fourth quarter, when revenue

Alma's new schedule display is located in the transportation center.

and ridership increased by 56.4 percent and 49.4 percent, respectively. During this quarter, 72.4 percent of the transit system's marketing budget was spent. The effects of Alma's special marketing carried over to the period of April-June 1984, during which time revenue increased by 40.6 percent and ridership by 37.6 percent. In addition to Alma's marketing efforts, an improved economy and a more severe winter than the previous year also contributed to the revenue and ridership improvements.

Table 2

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: ALMA DIAL-A-RIDE

	Quarter 1 (April - June 1983)	Quarter 2 (July - August 1983)	Quarter 3 (Oct. - Dec. 1983)	Quarter 4 (Jan. - March 1984)
Percentage of budget spent	8.7%	9.2%	9.5%	72.4%
Change in revenue from previous year:				
Regular passengers	(17.0%)	+19.0%	+41.8%	+65.6%
Senior passengers	+1.7%	+1.1%	+15.0%	+15.9%
Handicapper passengers	+185.7%	+90.3%	+26.8%	+11.1%
Senior/Handicapper passengers	N/A	N/A	N/A	N/A
Student passengers	N/A	N/A	N/A	N/A
Total	(11.9%)	+16.5%	+30.0%	+56.4%
Change in ridership from previous year:				
Regular passengers	(17.0%)	+19.0%	+41.8%	+65.6%
Senior passengers	+1.7%	+1.1%	+15.0%	+15.9%
Handicapper passengers	+45.1%	+90.3%	+26.8%	+11.1%
Senior/Handicapper passengers	N/A	N/A	N/A	N/A
Student passengers	N/A	N/A	N/A	N/A
Total	(9.4%)	+14.9%	+31.9%	+49.4%

c. Conclusions

All of the marketing techniques Alma implemented could be applied in other transit systems. Alma spent 46.5 percent of its budget on radio, newspaper, and TV ads, all of which were found to be effective in the telephone survey analysis of the selected systems. The direct mailing of brochures and the display of billboards on buses were also cost effective ways to raise the public's awareness level.

2. Antrim County

a. Project Summary

Antrim County received $4,484 in federal funds and provided $1,121 locally, for a total marketing budget of $5,605. Its budget is illustrated in table 3:

Table 3

GRANT BUDGET: ANTRIM COUNTY

	Budget	Percentage of Total Budget
Newspapers	$1,584	28.3%
Uniform Jackets	600	10.7%
Brochures	300	5.4%
Direct Mailing	2,080	37.0%
On Bus Advertising	1,041	18.6%
Total	$5,605	100.0%

Antrim County implemented the following marketing projects:

Name and Logo: To help improve its image, Antrim County had its name and logo painted on those buses that did not previously have them.

Direct Mail: On June 28, 1983, Antrim County mailed 7,156 letters and brochures to county residents that contained educational information on the bus service.

Brochures and Brochure Holders: 20,000 brochures containing educational information were printed and were placed on 100 new brochure holders which were put around the county. The brochures were well utilized by county residents, as evidenced by continued requests for additional brochures.

Tourist Folder Inserts: Antrim County produced 30,000 tourist folders and maps which it distributed to out-state chamber of commerces and tourist companies. Inserts describing Dial-A-Ride services were placed in the folders using grant funding.

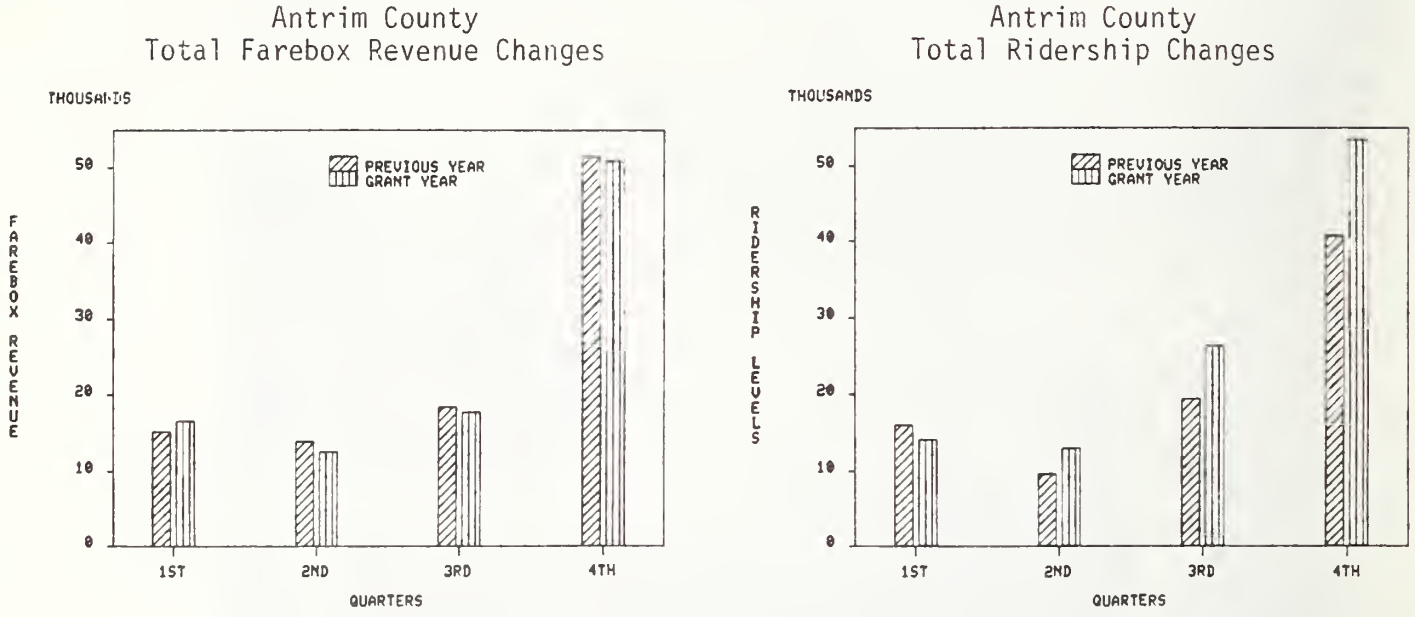
New Jackets: New uniform jackets bearing the Antrim County logo were purchased for the transit system's bus drivers.

An Antrim County driver models his new uniform jacket.

b. Revenue and Ridership Changes

Antrim County's quarterly revenue and ridership changes are illustrated in figure 2 below.

Figure 2



Antrim County experienced an initial revenue increase in the first quarter due to a rise in its bus fares (see table 4). Although ridership increased by an average of 34 percent over quarters two, three, and four, revenue collections did not parallel this improvement. This is because much of the ridership increase occurred when Antrim County began a "Head Start" program in the summer of 1983, and increased its services to the severely handicapped in the same year. These passengers do not pay full fare. Negative revenue changes are shown for the second and third quarters because the Head Start payments were not received until the fourth quarter.

Table 4

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: ANTRIM COUNTY

	Quarter 1 (April - June 1983)	Quarter 2 (July - August 1983)	Quarter 3 (Oct. - Dec. 1983)	Quarter 4 (Jan. - March 1984)
Percentage of budget spent	20.3%	29.0%	0.0%	0.0%
Change in revenue from previous year*	+9.1%	(9.5%)	(3.9%)	+5.6%
Change in ridership from previous year:				
Regular passengers	(16.7%)	+56.9%	+25.1%	+36.9%
Senior passengers	(3.7%)	+27.2%	+69.1%	+29.0%
Handicapper passengers	(19.7%)	+4.6%	+49.4%	+17.3%
Senior/Handicapper passengers	N/A	N/A	N/A	N/A
Student passengers	N/A	N/A	N/A	N/A
Total	(11.9%)	+34.8%	+35.6%	+31.7%

*Further breakdown of revenue data is not available.

c. Conclusions

Although Antrim County only expended 49.3 percent of its budgeted grant funding, it did succeed in making route and schedule information more readily available to county residents. By using a bulk permit in its direct mail campaign, it was able to achieve countywide coverage at a minimal cost. This marketing technique could be implemented by any transit system, but is particularly appropriate for smaller, rural systems that have limited funding.

3. Capital Area Transportation Authority (CATA) - Lansing

a. Project Summary

CATA received $50,116 in federal funds, which it matched with $12,529 in local funds, for a total of $62,645. Its marketing budget is illustrated in table 5:

Table 5

GRANT BUDGET: CATA	Budget	Percentage of Total Budget
Media Advertising	$19,500	31%
Graphics	3,000	5%
Research	2,250	4%
Consumer Information	30,927	49%
Contingency	6,968	11%
Total	$62,645	100%

CATA's target market consisted of riders and non-riders between the ages of 18 and 35. Its objectives were to increase the local community's awareness of CATA, and to make the system easier for its passengers to use. To meet these objectives, CATA implemented the following innovative marketing techniques:

"Catch the CATA Trolley" Campaign: For this campaign, CATA brought in an old-fashioned, 35-passenger replica of an 1890's streetcar. During State and National Transportation Week the trolley gave free rides to passengers on alternate bus routes, in order to increase public awareness of CATA and encourage first-time users to try the bus. CATA promoted the trolley with on-board posters, newspaper, magazine, and radio ads and banners on the tops of all bus shelters. The campaign, which cost CATA approximately $1,000, proved to be successful. During the two weeks the trolley was in town it carried 8,447 passengers and brought a great deal of media attention to CATA. The campaign also won a 1983 Michigan Addy Award for best local campaign.

New Information-Oriented Bus Stop Signs: CATA put up new bus stop signs on MAC Avenue in downtown East Lansing--a major staging area for CATA buses. Each bus stop sign contained complete information about every bus route that stages on MAC Avenue, making it easier for passengers to find the appropriate bus within a two-block radius of downtown East Lansing.

Informational Fliers: In order to promote one of its routes which it extended into the evening, CATA distributed a flier through a local shopping guide, which told of the later service and offered two coupons for a free round-trip ride. The fliers succeeded in encouraging trial rides. During a two-week period 850 coupons were used for free rides. Ridership on the evening route continues to be high.

Personal Appearances to Community Groups: In order to promote public transportation and explain CATA's operations, members of CATA's speaker's bureau appeared before various civic groups, community organizations, senior citizen groups, and neighborhood associations. One such presentation was given

before the Lansing Area Regional Chamber of Commerce and was attended by 325 local business people. The presentations were accompanied by a slide show and the distribution of brochures. More than 2,000 people heard the presentations throughout the year. This marketing technique proved to be particularly effective in aiding the 1983 local millage election, which passed by a 70 percent vote.

Radio and Newspaper Ads: Throughout the year CATA placed ads in the State News, the Michigan State University newspaper, which has a readership of over 40,000 students. The ads were used to create a modern, efficient image of CATA in the mind of the student body.

CATA's radio ads were used to create the same image in the minds of an older target market. The ads focused on the ease and convenience of taking the bus to work.

Direct Mail Campaign: In order to encourage non-riders to use the bus, over 7,000 letters were mailed to the public. The letters gave information regarding bus routes and schedules and included two CATACOINS which could be used for a free round-trip ride.

Advertising Bus: CATA made an exclusive arrangement with Burger King to allow one of its buses to be fully painted with the restaurant's ad. Burger King paid CATA approximately $6,000 per year for the ad. Because the uniquely painted bus helped to draw public attention to the transit system, CATA plans to enter into similar arrangements with other businesses. It has made the stipulation, however, that only three of its buses be painted at any one time to preserve the uniqueness of the ads.

Consumer Research/Analysis Project: CATA contracted with a firm to conduct research on the characteristics and needs of area bus riders. This project, which was delayed due to route changes, was completed by the second week of September 1984. The research should reveal who is riding the bus, where they want to go, and what they think of CATA, so that CATA can improve the services it offers.

Total System Ride Guide: In order to make the bus system easier to use, CATA developed a new total system ride guide, including a route map of the bus system. The design of the map was delayed by route changes so that it was not available until October 1984.

Special Holiday Promotions:

Fourth of July Parade: CATA entered three of its new RTS IV coaches in Lansing's 1983 Fourth of July parade. The buses, which were decorated with American flags, resulted in several favorable telephone calls.

Children particularly enjoyed riding the CATA trolley.

CATA decorated its buses for the Christmas holidays.

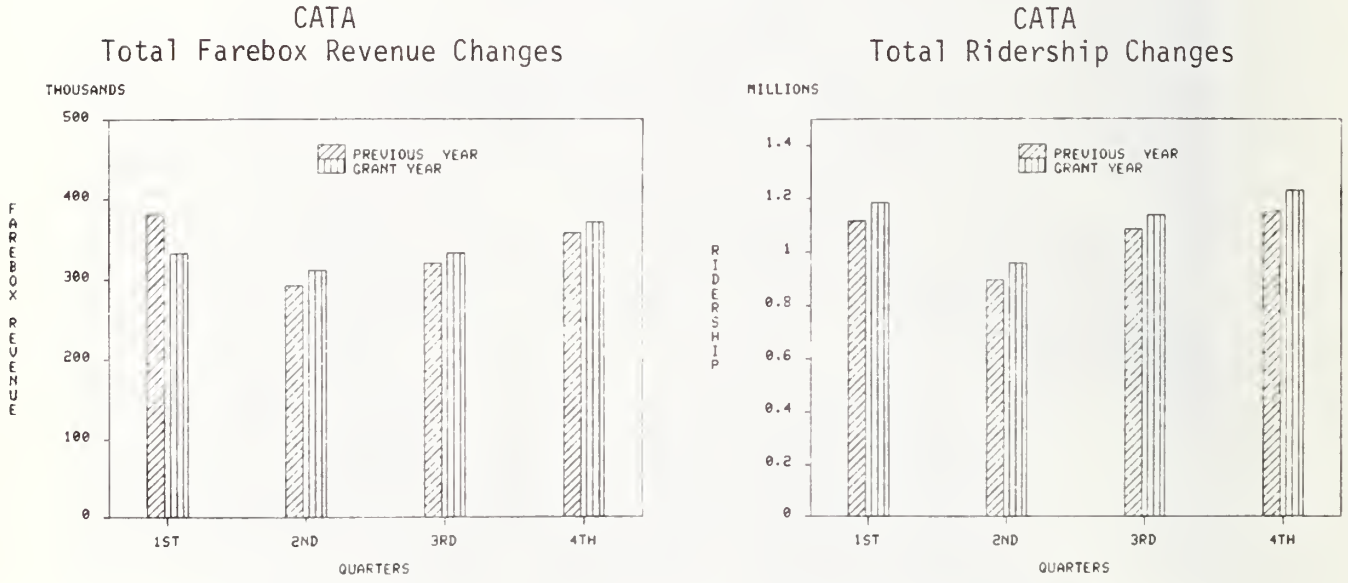
CATA Sleigh Promotion: For three weeks before Christmas, two buses, which were decorated to look like "Santa's Sleigh," provided a downtown shopping shuttle service during lunch hours. They were also used on selected CATA bus routes.

New Year's Eve Service: Between 10 p.m. and 4 a.m., New Year's Eve 1984, CATA used four minibuses to respond to callers from area taverns, night clubs, and private parties who requested a ride home. CATA used posters, and free radio and TV news releases to promote this service. Free rides were provided for 112 passengers.

b. Revenue and Ridership Changes

CATA's quarterly revenue and ridership changes are shown in figure 3 below.

Figure 3



During the first quarter, ridership increased by 6.1 percent, yet revenue decreased by 12.7 percent from the previous year (see table 6). There were varying increases and decreases in the different ridership categories. Four new student-oriented bus routes were in operation in 1983, making up a large share of the 37.1 percent student ridership increase. The new bus stop signs and student newspaper ads also contributed to this increase. The decrease in revenue can be attributed to several factors, including:

- Revenue data for the first quarter of 1982 was inflated because January and February CATACARD sales were deposited in CATA's farebox account in March.

- 70 percent of the increase in student ridership came from transfers from other routes, so that additional fares were not collected from these students.

- Passengers in the handicapper category, which increased by 18.7 percent, only pay half fare.

- A service expansion demonstration project was in effect during the first quarter of the previous year. During this period CATA carried 16,376 Grand Ledge, Williamston, and Mason passengers, who each paid $1 rather than the regular $.50 fare. CATA's 1982 first quarter revenue was, therefore, unusually high.

Table 6

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: CATA

	Quarter 1 (March - June 1983)	Quarter 2 (June - August 1983)	Quarter 3 (Sept.- Nov. 1983)	Quarter 4 (Dec.- Feb. 1984)
Percentage of budget spent	6.4%	22.4%	28.3%	43.0%
Change in revenue from previous year*	(12.7%)	+6.7%	+4.0%	+3.8%
Change in ridership from previous year:				
Regular passengers	(4.3%)	+4.0%	+4.2%)	+16.0%
Senior passengers	+3.1%	(2.8%)	(2.2%)	(10.4%)
Handicapper passengers	+18.7%	+2.9%	(7.7%)	(13.3%)
Senior/Handicapper passengers	N/A	N/A	N/A	N/A
Student passengers	+37.1%	+22.7%	+9.6%	(7.5%)
Total	+6.1%	+7.1%	+4.8%	+6.7%

*Further breakdown of revenue data is not available.

Both ridership and revenue increased over the second, third, and fourth quarters. The average increase over these three quarters was 6.2 percent and 4.8 percent, respectively. Much of this improvement can be attributed to increased public awareness due to CATA's various marketing campaigns.

c. Conclusions

Although all of CATA's marketing techniques would be effective in other transit systems, three of its campaigns were particularly successful:

1. The CATA trolley increased public awareness, encouraged many people to try CATA for the first time, and attracted

a great deal of media attention. This campaign would be most appropriate for larger transit systems, due to its relatively high cost.

2. CATA's speaker's bureau was able to reach over 2,000 people at a low cost. For this technique only a staff person's time and visual aids were needed.

3. CATA's regular media campaign, which conveyed a consistent message, helped to reinforce its other marketing techniques.

4. Grand Rapids Area Transit Authority (GRATA)

a. Project Summary

GRATA received $28,192 in federal funds, and provided a local share of $7,048, for a total of $35,240. Its budget is illustrated in table 7:

Table 7

GRANT BUDGET: GRATA

	Budget	Percentage of Total Budget
Media (radio, TV, newspaper, billboard)	$19,116	54.2%
Printing	10,000	28.4%
Audio-visual	1,520	4.3%
Displays	1,100	3.1%
Contingency	3,524	10.1%
Total	$35,240	100.0%

GRATA's marketing projects had three main objectives: 1) to improve its image, 2) to increase ridership, and 3) to increase people's awareness of local bus services and inform them of specific route modifications. To achieve these objectives, GRATA implemented the following projects:

Radio and TV Ads: GRATA contracted with a local advertising agency to develop 12 different advertising messages; eight for TV, and four for radio. The ads attempted to improve GRATA's image by demonstrating its ability to carry riders to all major attractions in the urban area. Several of the ads humorously included Grand Rapids streets named after other cities or states to demonstrate the diversity of destinations which could be reached by the bus. The commercials, which were aired daily, mentioned several of the benefits of bus riding, including cost savings and the elimination of parking problems.

Ad Bus: In June 1983 GRATA added a third "ad bus" to its fleet, which was brightly painted with a large ad for the local General Electric Cablevision Corporation. The ad cost GRATA a total of $1,500, including $500 for the design and $1,000 for the actual painting of the bus. GE Cablevision gave GRATA $1,000 per month for the ad, with which GRATA paid the corporation for TV ads that promoted the bus system. The novelty of the bus further promoted the bus system by attracting the attention of the press and the general public.

Trolley Bus Advertisement: An ad promoting GRATA's new trolley bus service was published monthly in several local magazines and newspapers. Despite the advertising effort, however, usage of the downtown trolley service has been low.

Audio-Visual Equipment: GRATA purchased a portable projector and a transparency maker to use in its presentations to various organizations, including:

- Board presentations and orientation sessions.
- Public hearings and meetings.
- Presentations to schools and other public institutions.
- Presentations to community and civic groups.

The audio-visual equipment added to the effectiveness of GRATA's presentations, which helped to increase the public's awareness and usage of the bus system.

Development of a Long-Range Plan: GRATA enlisted the services of a professional marketing firm to develop a long-range marketing plan for it's bus services.

Direct Mail Campaign: GRATA mailed 5,900 informational brochures to residents affected by current route changes. The brochures included two sets of schedules, a map showing the new bus routes, and a telephone number to call for more information.

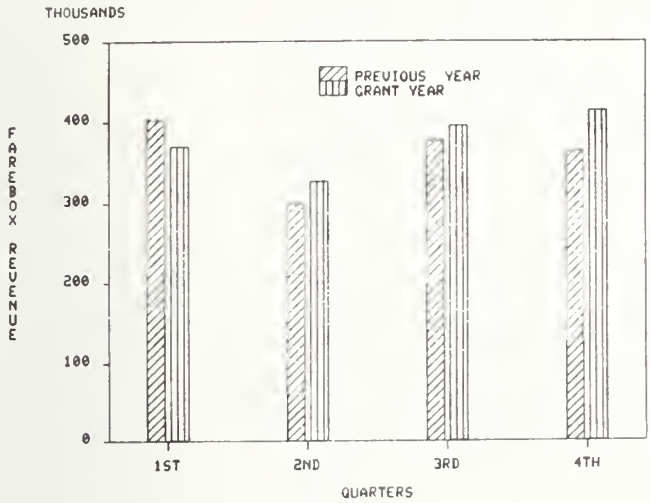
b. Revenue and Ridership Changes

GRATA's quarterly revenue and ridership changes are illustrated in figure 4 below.

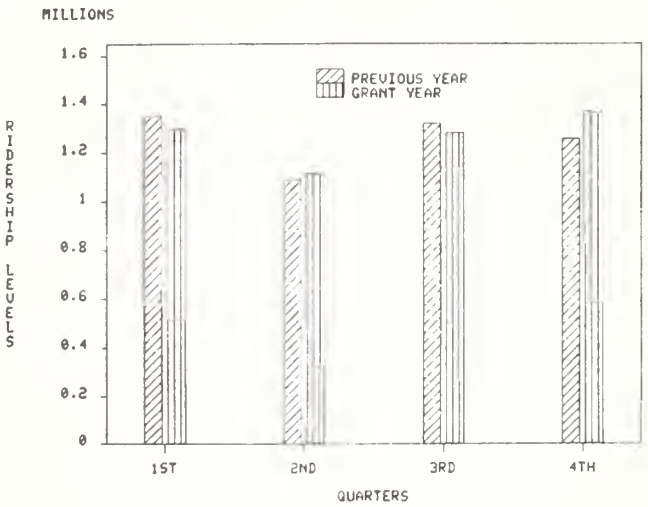
One of the buses in GRATA's ad fleet, titled "The Rocker."

Figure 4

GRATA
Total Farebox Revenue Changes



GRATA
Total Ridership Changes



GRATA's revenue figures progressively improved throughout the year, reaching a 13.8 percent increase over the previous year by the fourth quarter (see table 8). Part of this increase can be attributed to GRATA's marketing techniques, and part to the elimination of its downtown "free fare zone" in July 1983.

Ridership during the year was rather erratic, decreasing by 4.1 percent and 2.9 percent in the first and third quarters, and increasing by 2.1 percent and 9 percent in the second and fourth quarters. Because service levels did not change significantly from the previous year, much of the ridership increase can be attributed to GRATA's marketing projects. Also adding to the increased ridership was the colder weather in the winter months. Much of the ridership decrease was due to a decrease in the student category, which was a result of decisions made by the Grand Rapids Public School System.

Revenue and ridership continued to improve after the grant period. During the period of March to May 1984, farebox revenue increased by 9.5 percent, and ridership by 7.3 percent over the same months of the previous year.

Table 8

QUARTERLY FAREBOX REVENUES AND RIDERSHIP CHANGES: GRATA

	Quarter 1 (March - May 1983)	Quarter 2 (June - August 1983)	Quarter 3 (Sept.- Nov. 1983)	Quarter 4 (Dec. - Feb. 1984)
Percentage of budget spent	0.0%	43.8%	42.6%	13.1%
Change in revenue from previous year:				
Regular passengers	(5.5%)	+10.6%	+13.1%	+16.1%
Senior passengers	(2.8%)	+8.0%	+9.0%	(.10%)
Handicapper passengers	(.04%)	+3.1%	+7.6%	+8.3%
Senior/Handicapper passengers	N/A	N/A	N/A	N/A
Student passengers	(17.1%)	+5.5%	(15.7%)	+12.2%
Total	(8.3%)	+9.2%	+4.9%	+13.8%
Change in ridership from previous year:				
Regular passengers	(2.9%)	+6.0%	+5.7%	+11.2%
Senior passengers	(2.8%)	+8.0%	+9.0%	(.11%)
Handicapper passengers	(.04%)	+3.1%	+7.6%	+8.2%
Senior/Handicapper passengers	N/A	N/A	N/A	N/A
Student passengers	(8.1%)	(12.1%)	(26.1)	+6.0%
Total	(4.1%)	+2.1%	(2.9%)	+9.0%

c. Conclusions

GRATA's marketing campaign proved to be successful, as evidenced by its improved revenue and ridership figures. It spent approximately fifty percent of its grant budget on radio, TV, and newspaper ads, all of which were revealed by the telephone surveys to be effective. GRATA's media ads were also very creative. A sample ad copy appears in appendix 9, on page 149. Two of GRATA's projects were particularly cost effective: 1) Its ad bus only cost GRATA the amount it would have paid for its TV ads, and provided the transit system with additional free publicity, and 2) Its direct mail campaign was an effective way to deliver route-specific information to Grand Rapids residents.

5. Mecosta County Area Transit (MCAT)

a. Project Summary

MCAT received $3,760 in federal funding under the 4(i) marketing grant and provided a local share of $940, for a total marketing budget of $4,700. A breakdown of its budget appears in table 9.

Table 9

GRANT BUDGET: MCAT

	Budget	Percentage of Total Budget
Marketing Program with Ferris State College	$1,000	21.3%
Radio	1,312	28.3%
Newspaper	1,400	29.8%
Misc. Printing	968	20.6%
Total	$4,700	100.0%

MCAT's main objectives were to portray a positive image of public transportation in the community and to increase the ridership of handicappers and senior citizens. To accomplish these objectives, MCAT implemented the following projects under the 4(i) grant:

New Logo: MCAT contracted with students from Ferris State College to design a new logo in April 1983. Its name was changed from Mecosta Rural Transit (MRT) to MCAT. At this time a new facility was leased and an open house with guest speakers was held for all citizens in order to celebrate its "new image." At the end of the grant period the transit system changed its name once again, to Mecosta-Osceola County Area Transit. The name MCAT, which identified the system for most of the grant period, will be used for the purposes of this report.

Community Involvement: MCAT buses were in all community events, including parades, ice cream socials, and fairs. At each event, MCAT distributed ride guides and balloons decorated with its new logo. During Michigan Transportation Week, MCAT donated its transportation services, and offered tours of its new facilities. These activities helped to give MCAT a positive image.

Senior Citizen and Handicapper Programs: MCAT worked aggressively with seniors and handicappers, as well as public schools and church groups, to encourage their use of the bus system. MCAT gave presentations to these groups and offered them tours of its facilities. It also advertised a new commuter pass and special programs for these groups such as Christmas shopping tours. Senior and handicapper ridership increased dramatically as a result of these marketing efforts.

Radio and Newspaper Ads: Radio ads were broadcast 10 to 20 times per week and newspaper ads appeared approximately three times per month. These ads, which focused mainly on senior citizens, informed the public of MCAT's various programs.

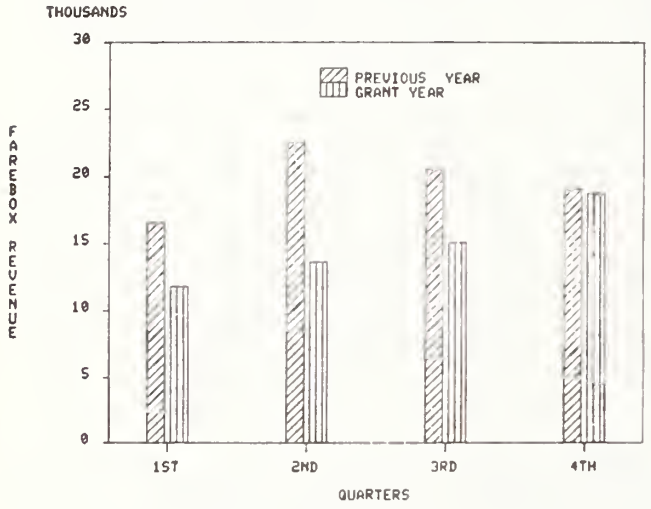
Discount Coupons: MCAT worked in cooperation with local merchants to encourage people to ride the bus when they do their shopping. Merchants distributed coupons to their customers which offered a discount of 10 to 33 percent off their bus fare. Approximately 250 coupons were used during this promotion.

b. Revenue and Ridership Changes

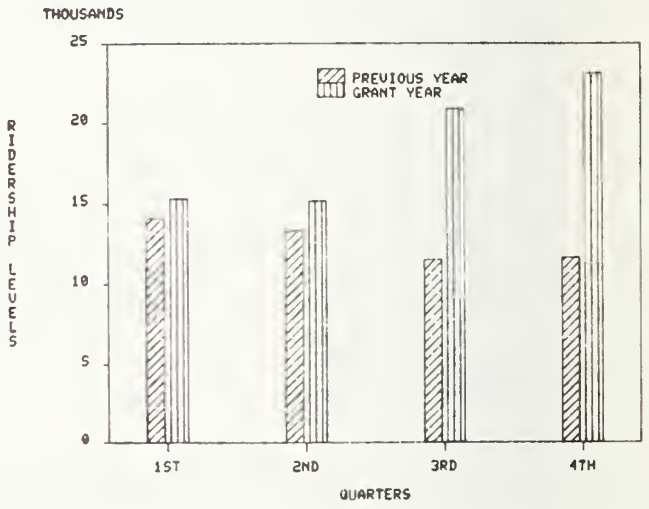
MCAT's quarterly revenue and ridership changes are shown in figure 5 below.

Figure 5

MCAT
Total Farebox Revenue Changes



MCAT
Total Ridership Changes



MCAT's ridership showed a progressive improvement, resulting in a 65.7 percent increase by the fourth quarter over the previous year (see table 10). Senior and handicapper ridership, which were the main target areas of MCAT's marketing efforts, showed particular improvement. Over the second and third quarters, when several programs were offered for senior citizens, ridership increased by 174.7 percent and 107.5 percent, respectively. During these same quarters, handicapper ridership increased by 7.5 percent and 40 percent, then rose to a 54.7 percent increase in the fourth quarter. Four additional runs had to be added to accommodate the increase in ridership and MCAT's buses are now at capacity in most of its runs. The revenue data does not parallel the increase in ridership for two reasons: 1) MCAT offered free rides at several special events, including ice cream socials, Christmas shopping tours, and the Transportation Week festivities, and 2) A large proportion of the ridership increases occurred in the Senior and Handicapper categories, which do not pay full fare. Revenue declined an average of 31.7 percent from the previous year over the

first three quarters, but declined by only 1.8 percent in the fourth quarter, when regular ridership showed its greatest increase.

Table 10

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: MCAT

	Quarter 1 (April - June 1983)	Quarter 2 (July - Sept. 1983)	Quarter 3 (Oct. - Dec. 1983)	Quarter 4 (Jan. - March 1984)
Percentage of budget spent	--81.8%*--		18.2%	0.00%
Change in revenue from previous year**	(28.9%)	(39.7%)	(26.6%)	(1.80%)
Change in ridership from previous year:				
Regular passengers	+23.9%	(15.7%)	+42.3%	+106.60%
Senior passengers	+15.3%	+174.7%	+107.5%	+.81%
Handicapper passengers	(.27%)	+7.5%	+40.0%	+54.70%
Senior/Handicapper passengers	N/A	N/A	N/A	N/A
Student passengers	N/A	N/A	N/A	N/A
Total	+8.3%	+14.0%	+45.1%	+65.70%

*Percentage for quarters 1 and 2.
**Further breakdown of revenue data is not available.

c. Conclusions

The ridership data indicates that MCAT succeeded in achieving its objectives of increasing senior and handicapper ridership. It also achieved its objective of improving its public image through its increased community involvement. One indication of this is the fact that favorable news stories appeared in the local newspaper at least twice a month as a result of MCAT's various programs. All of MCAT's marketing techniques are applicable to other transit systems. Community involvement programs appear to be particularly effective in smaller systems.

6. Saginaw Transit System (STS)

a. Project Summary

STS received $22,012 in federal funds, and provided $5,503 locally, for a total marketing budget of $27,515. Its budget is illustrated in table 11:

Table 11

GRANT BUDGET: STS

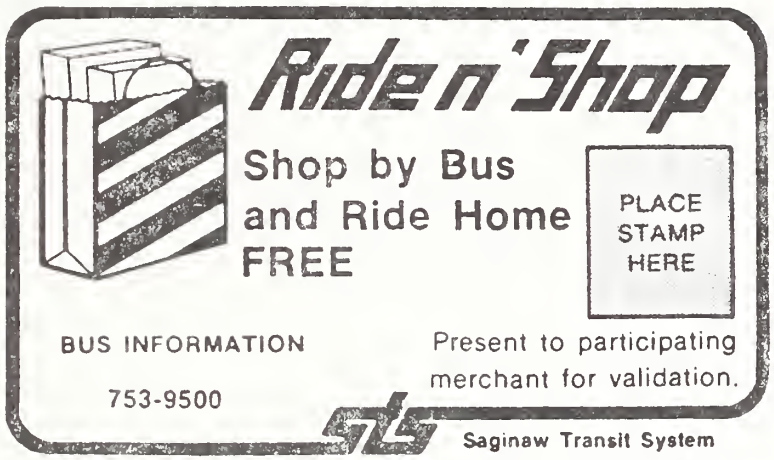
	Budget	Percentage of Total Budget
Advertising (radio, newspaper, etc.)	$14,151	51.4%
Graphics	5,503	20.0%
Printing	4,717	17.1%
Consumer Information	2,358	8.6%
Contingency	786	2.9%
Total	$27,515	100.0%

Although STS's marketing budget was $27,515, only $1,979 was expended on marketing projects, due to a marketing position vacancy that remained unfilled throughout the grant period. STS completed three projects, including the following:

Insert in City's Annual Report Calendar: The city of Saginaw prints an annual report each year in the form of a calendar which marks festivals and other events which are scheduled to take place throughout the year. STS used its grant funding to purchase an insert in this calendar which included a picture of its new building, information about the transit system, and coupons good for two free bus rides. A total of 10,554 rides were taken through this promotion. This method of advertising was a very cost effective way to reach all the residents in the community.

Ride N' Shop Tickets: STS had 5,000 Ride N' Shop tickets printed. These tickets were distributed to bus riders, who then presented them to participating retail merchants when they made a purchase. The merchants validated the tickets with peel-off stamps purchased from STS, enabling the bearer to a free bus ride. Usage of the Ride N'Shop tickets increased from the previous year the tickets were distributed, because a large supermarket was added to the list of participating stores.

Purchased Slides and Tapes: STS purchased copies of slides, and tapes of radio, TV, and newspaper ads from the American Public Transit Association marketing awards, to aid in future marketing efforts.



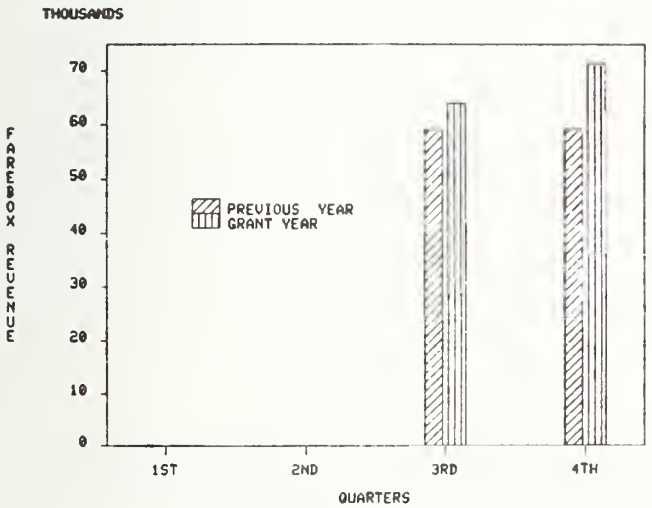
STS's Ride n' Shop tickets were well utilized.

b. Revenue and Ridership Changes

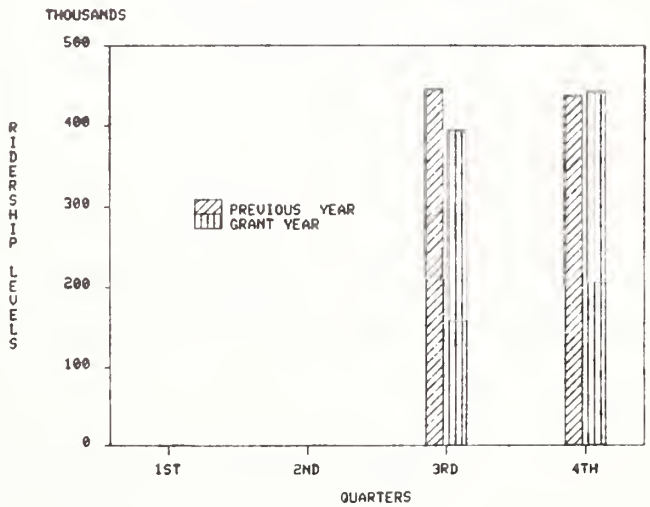
STS's quarterly revenue and ridership changes are illustrated in figure 6 below.

Figure 6

STS
Total Farebox Revenue Changes



STS
Total Ridership Changes



STS did not incur any expenses under the 4(i) grant until the fourth quarter, at which time it spent 7.2 percent of its budget. Although only a small portion of its funding was spent, STS's marketing projects did have a favorable impact on fourth quarter bus ridership and revenue figures (see table 12). Revenue went up from an 8.3 percent increase in quarter three, to a 20.7 percent increase over the previous year in quarter four. Because no fare increases occurred during the grant period, this increase can be attributed to marketing. STS's ridership also improved, rising from an 11.4

percent decrease in quarter three to a 1.3 percent increase in quarter four. The ridership figures are not as favorable as the revenue figures, due to a routing change that no longer made it necessary for 500 students to transfer. These students were therefore not counted as additional riders.

The effects of the transit system's marketing projects had a residual effect. During the period of March to May 1984, revenue increased by 14.7 percent, and ridership by 4 percent, over the same period the previous year.

Table 12

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: STS

	Quarter 3* (Sept. - Nov. 1983)	Quarter 4 (Dec. - Feb. 1984)	Total Quarters 1-4 (March 1983 - Feb. 1984)
Percentage of budget spent	0.0%	7.2%	7.2%
Change in revenue from previous year*	+8.3%	+20.7%	+10.3%
Change in ridership from previous year:			
Regular passengers	(5.4%)	+12.8%	+.30%
Senior passengers	+3.6%	(3.3%)	(1.1%)
Handicapped passengers	+10.1%	+14.7%	+14.5%
Senior/Handicapped passengers	N/A	N/A	N/A
Student passengers	(18.7%)	(10.2%)	(9.3%)
Total	(11.4%)	+1.3%	(3.9%)

*Data for quarters 1 and 2 is not available.
**Further breakdown of revenue data is not available.

c. Conclusions

Each of STS's three marketing techniques are applicable to other transit systems. Its insert in the city's annual report calendar shows that it is particularly cost effective to distribute free tickets in conjunction with another agency that is already distributing materials to area residents. STS's Ride N'Shop tickets were a particularly creative way of encouraging people to use the bus to do their shopping, with only a small cost to the transit system.

7. Southeastern Michigan Transportation Authority (SEMTA) - Detroit Area

a. Project Summary

SEMTA received $125,284 in federal funds, and provided $31,321 locally, for a total marketing budget of $156,605. Its budget is shown by media category in table 13.

Table 13
GRANT BUDGET: SEMTA

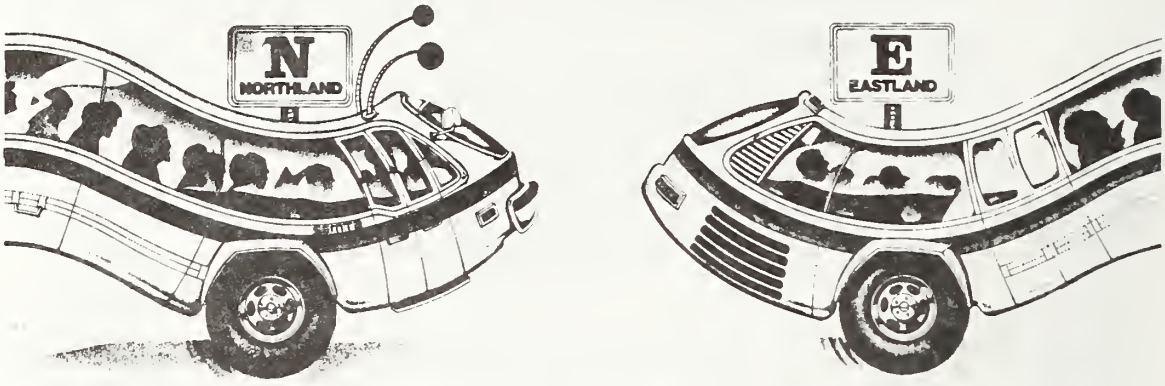
	Budget	Percentage of Total Budget
Radio	$ 61,605	39.3%
Newspaper	28,000	17.9%
Customer Information (Direct Mail)	67,000	42.8%
Total	$156,605	100.0%

SEMTA has experienced an overall drop in ridership due to a drastic service reduction that occurred in October 1983, when approximately 30 percent of its line-haul service was cut. During the 4(i) marketing grant period SEMTA conducted route-specific promotional campaigns to increase the public's awareness of certain routes, and therefore improve ridership. In order to achieve these objectives, SEMTA implemented the following marketing projects:

The "Mall Crawler" Theme: SEMTA promoted three of its routes (#425, #185, and #710), which carry passengers between major regional shopping malls. In taking a creative, light-hearted approach, it called the service the "Mall Crawler". This theme was advertised through the following media:

- 600 line ads in newspapers whose circulation closely parallels the route service areas.
- Direct mail targeted to homes along the advertised routes.
- Posters displayed in store windows along the various routes, as well as in the buses.
- Radio ads, which covered the entire service area. These ads not only informed people about specific routes, but also informed the general public about SEMTA's new activities.
- Billboards.
- Large buttons which carried the slogan "I'm a Mall Crawler" were distributed to passengers.
- Publicity releases were distributed to radio, TV, and newspaper editors announcing the details of the promotional effort.

SEMTA Route 710/ 715



SEMTA's guide to crawling the Malls.

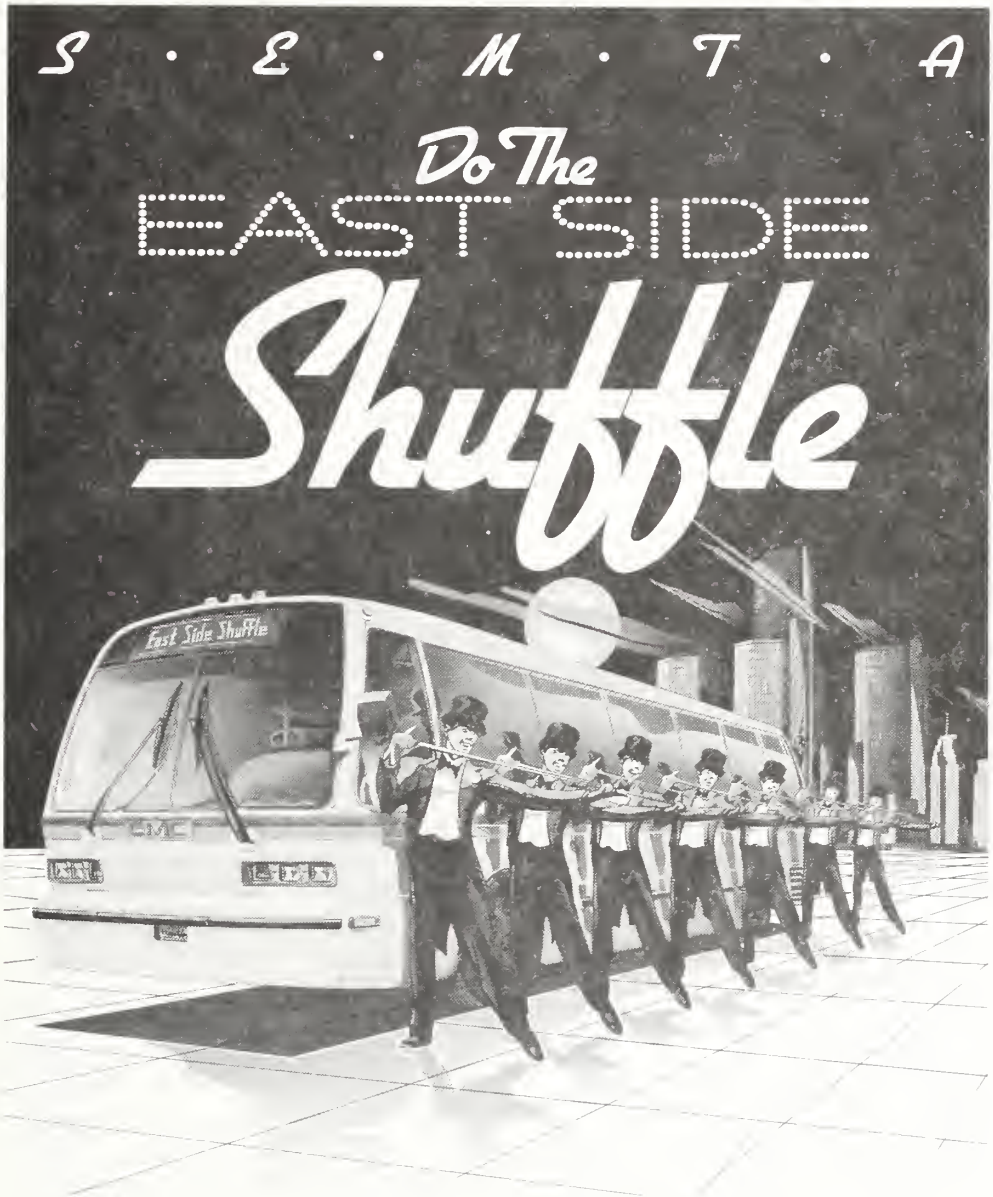
Eastland, Northland, all around the town and all the specialty shops, stores and restaurants along the way are on your route when you take the SEMTA Mall Crawler. It's a whole new mall game.

Make it a regular part of your week. It delivers the best of the malls—and everything in between—right to your stop.

(See back side for schedule information.)

The "Mall Crawler" theme as it appeared on a schedule brochure.

The "East Side Shuffle" Theme: This promotion was targeted at residents along SEMTA's route #615, which carries passengers from downtown Detroit to the city's east side. The "East Side Shuffle" was advertised through the same media as the "Mall Crawler" theme. The promotion was light in tone, and presented the bus as a pleasant, efficient, and economical means of transportation.



Shuffle past huge mansions, ritzy shops and exotic yachts into swingin' Detroit.

What's the simplest, most economical way to visit downtown Detroit by way of the extravagant east side? Do the East Side Shuffle. It begins at the hip Macomb Mall, down Little Mack to Greater Mack, down Kercheval to Jefferson and straight into the heart of Detroit. Now that's one smooth trip. No traffic to worry about. No parking problems. And you can pick it up about every thirty minutes at any of the convenient SEMTA stops along the way. It's a cool breeze. Fares begin at $1.00 each way, depending on distance traveled, with reduced fares for Seniors, the handicapped and youths during off-peak hours.

With all that's going on in Detroit this summer, make the East Side Shuffle your regular commute. And don't forget the SEMTACARD that can save you up to 20% on all your SEMTA travel. For more schedule, route and fare information call 962-5515.

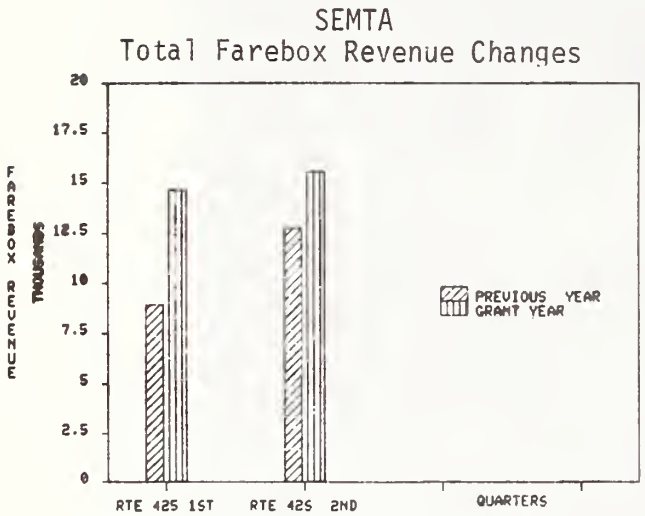
SEMTA

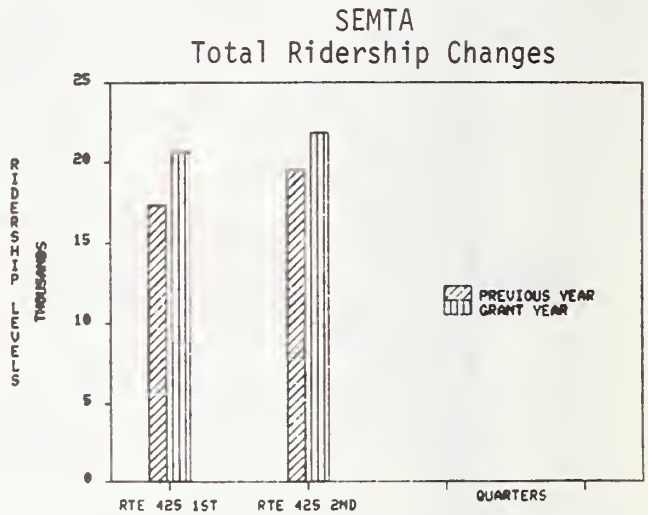
The "East Side Shuffle" theme was used for this stylish poster.

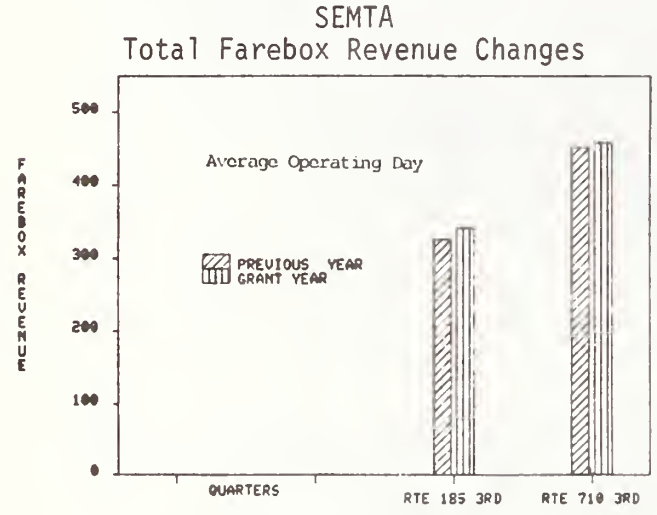
b. Revenue and Ridership Changes

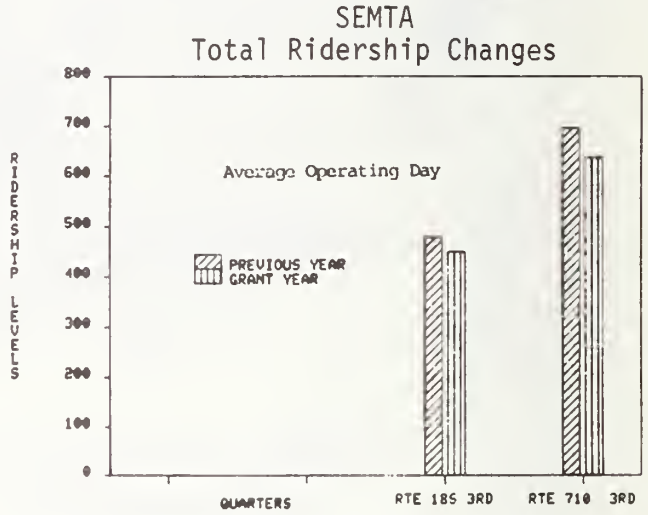
SEMTA's quarterly revenue and ridership changes are shown for relevant routes in figure 7 below.

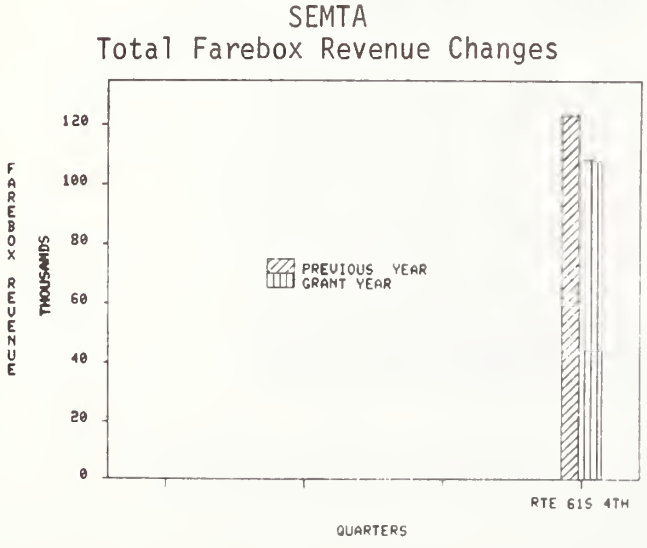
Figure 7

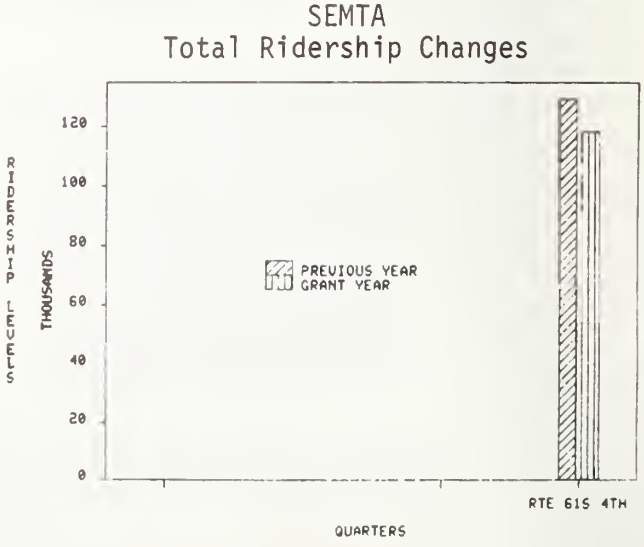












Revenue and ridership increased in the first quarter by 64.1 percent and 19 percent, respectively, for route #425, on which the quarter's marketing efforts were targeted (see table 14). Although a fare increase also contributed to the rise in revenue, SEMTA's "Mall Crawler" theme campaign played a large role. The ridership increase for route #425 occurred in the face of a 5-10 percent decline in SEMTA ridership on similar cross-town routes.

Although no grant funding was used for promotional activities during the second quarter, the activities of the first quarter had a residual effect, as ridership was up 11.9 percent and revenue up 21.8 percent over the second quarter of 1982. The revenue increase was less than the increase noted in the first quarter, due to a fare reduction for regular riders in the second quarter.

During the third quarter, marketing efforts were targeted at routes #185 and #710. Revenue for these routes increased by 4.9 percent and 1.6 percent, respectively. Part of this increase is due to a fare increase over the previous year. Ridership for route #185 decreased by 6.1 percent and 8.3 percent for #710. This decrease is favorable when compared to the 20 percent loss in ridership which occurred for the system as a whole. This decrease was a result of the 1983 service cutback. When ridership is compared on a "passenger per mile" basis, route #185 shows a 5.5 percent increase and route #710 a 15.9 percent increase over the third quarter of the previous year. One factor contributing to the discrepancy between the ridership of the two routes is the fact that the area served by route #185 experienced a higher level of unemployment.

Advertising was focused on route #615 during the fourth quarter. Ridership for the targeted route was down 8.6 percent from the same quarter the previous year. This was an improvement over the system-wide ridership decline of 11 percent. The student passenger category revenue increased by 37.1 percent in the fourth quarter, while ridership in this category decreased by 8.7 percent, because of an increase in the youth fare from $.50 to $.75.

Table 14*

QUARTERLY FAREBOX REVENUES AND RIDERSHIP CHANGES: SEMTA

	Quarter 1 (April - June 1983)	Quarter 2 (July - Sept. 1983)	Quarter 3** (Oct. - Dec. 1983)		Quarter 4# (May - July 1984)
Percentage of budget spent	7.7%	0.0%	36.0%	56.5%	
	Route 425	Route 425	Route 185	Route 710	Route 615
Change in revenue from previous year:					
Regular passengers	+63.8%	+20.2%	+1.1%	(1.2%)	(13.4%)
Senior passengers	+70%	+59.6%	+6.3%	+5.6%	(8.6%)##
Student passengers	0.0	0.0	+44%	+55.0%	+37.1%
Total	+64.1%	+21.8%	+4.9%	+1.6%	(12.1%)
Change in ridership from previous year:					
Regular passengers	+19.0%	+11.9%	(6.0%)	(8.3%)	(8.6%)
Senior passengers	+19.1%	+11.9%	(5.6%)	(7.5%)	(8.6%)##
Student passengers	0.0	0.0	(7.1%)	(8.9%)	(8.7%)
Total	+19%	+11.9%	(6.1%)	(8.3%)	(8.6%)

*Data was reported for specific routes rather than for the entire transit system. Data is not available for Handicapper and Senior/Handicapper passenger categories.

**A cutback of service occurred in October 1983, as well as a strike in December 1983, making a comparison with the previous year difficult. Data in the third quarter was therefore reported by average operating day to compensate for these factors.

#No marketing projects were implemented during the period January through April 1984.

##Includes senior and handicapper passengers.

c. Conclusions

SEMTA's "Mall Crawler" and "East Side Shuffle" themes were creative ways of promoting its bus routes. These ads had a positive impact on ridership as evidenced by the higher ridership that occurred in the targeted areas compared to the system as a whole. SEMTA's promotions could easily be adapted by other transit systems.

Quarterly Report Data and Survey Results: Surveyed Systems

The marketing projects implemented by the following four transit systems were evaluated with the survey findings in combination with the quarterly report data. The responses to specific survey questions were analyzed to determine the impact of the projects on the public's awareness, attitude, and usage of the bus systems.

1. Harbor Transit (HT) - Grand Haven

a. Project Summary

HT received $7,832 in federal funds and provided a local share of $1,958, for a total marketing budget of $9,790. Its budget is shown in table 15:

Table 15

GRANT BUDGET: HT

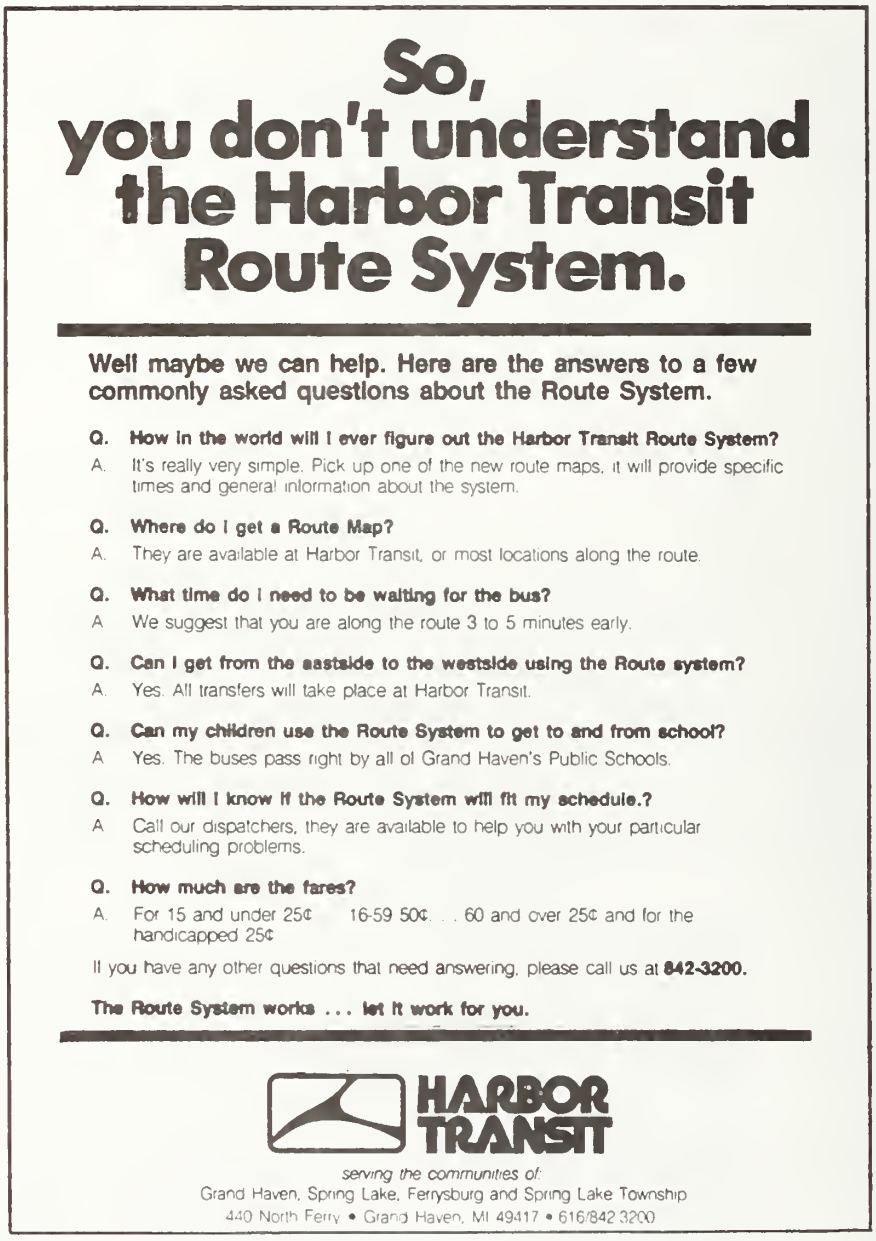
	Budget	Percentage of Total Budget
Cable TV	$2,500	26%
Newspaper	3,645	37%
Radio	3,645	37%
Total	$9,790	100%

HT introduced fixed route service in Grand Haven in November 1982. From 1975-82 only demand-response service was available. HT used its grant funding to increase the frequency of its usual ads in order to introduce the new fixed route bus service and to increase full fare ridership. In the past, the system has spent $3,000 per year on all advertising, so the grant funding represents a 326 percent increase in its advertising budget. HT advertised through the following media:

Cable TV: Four different commercials were developed and shown daily on the local cable TV channel for two weeks each month during the year of the grant. The ads described bus routes and schedules, and presented the new route service as a convenient alternative to demand-response buses. During the summer months the ads were targeted to tourists in the tri-city area (Grand Haven, Spring Lake, and Ferrysburg) and focused on the convenience of taking the bus to summer recreational locations. In the winter months the ads appeared on the local cable news channel in the early morning and evening, in order to reach the working public. The bus was advertised as a means of avoiding the difficulties of driving a car in inclement weather.

Newspaper: Ads giving route and schedule information, and HT's telephone number, appeared at least once a week in the local newspaper. A special photo page advertising the bus system appeared each month.

Radio: A radio ad was aired each day throughout the year. The ads gave route and schedule information, described how easy it is to take the bus, and encouraged people to call HT if they needed more information.



So, you don't understand the Harbor Transit Route System.

Well maybe we can help. Here are the answers to a few commonly asked questions about the Route System.

Q. How in the world will I ever figure out the Harbor Transit Route System?
A. It's really very simple. Pick up one of the new route maps, it will provide specific times and general information about the system.

Q. Where do I get a Route Map?
A. They are available at Harbor Transit, or most locations along the route.

Q. What time do I need to be waiting for the bus?
A We suggest that you are along the route 3 to 5 minutes early.

Q. Can I get from the eastside to the westside using the Route system?
A. Yes. All transfers will take place at Harbor Transit.

Q. Can my children use the Route System to get to and from school?
A Yes. The buses pass right by all of Grand Haven's Public Schools.

Q. How will I know if the Route System will fit my schedule.?
A Call our dispatchers, they are available to help you with your particular scheduling problems.

Q. How much are the fares?
A. For 15 and under 25¢ 16-59 50¢. . . 60 and over 25¢ and for the handicapped 25¢

If you have any other questions that need answering, please call us at **842-3200.**

The Route System works . . . let it work for you.

HARBOR TRANSIT

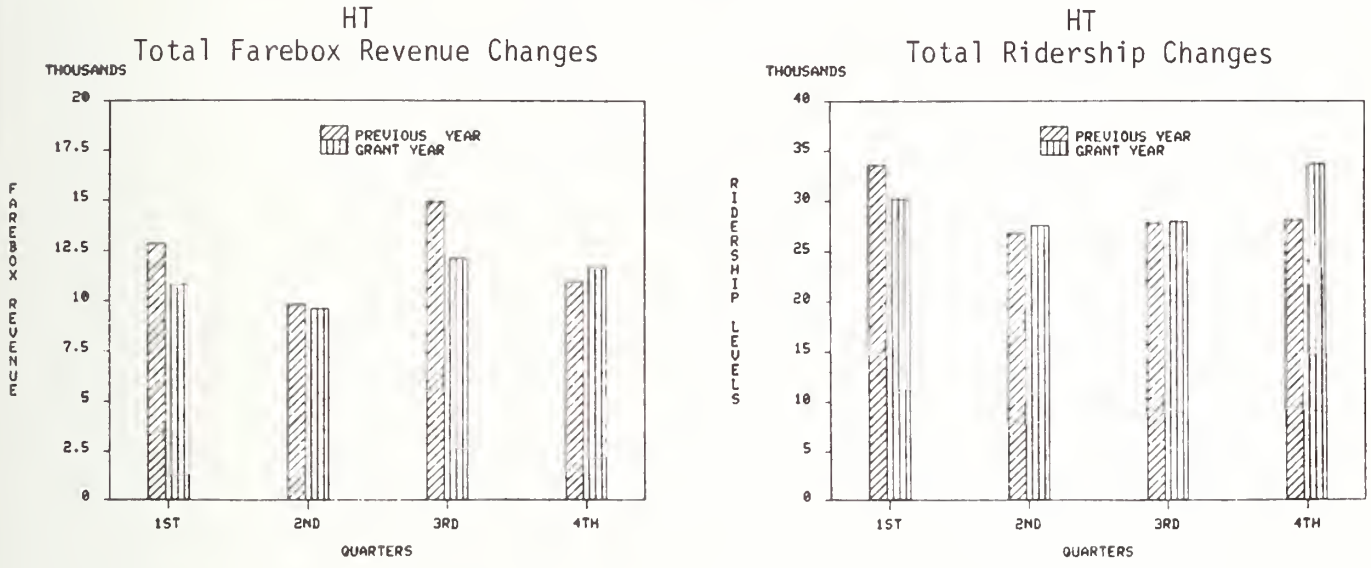
serving the communities of:
Grand Haven, Spring Lake, Ferrysburg and Spring Lake Township
440 North Ferry • Grand Haven, MI 49417 • 616/842 3200

This Harbor Transit ad appeared in the local newspaper.

b. Revenue and Ridership Changes

HT's quarterly revenue and ridership changes are illustrated in figure 8 below.

Figure 8



Revenue and ridership decreased in the first quarter by 15 percent and 10 percent, respectively (see table 16). This decrease can be attributed to a decrease in services from the same quarter the previous year. In March, April, and May of 1982, HT operated 11 vehicles at full capacity. In July 1982, local transit funding was cut back because of decreased state and federal subsidies. Ten drivers were laid-off and the number of buses in operation decreased to seven (two route, five demand-response). Due to this decrease in service, HT was able to serve less customers. Schedules became less reliable, causing a further loss of riders. According to company reports, Harbor Transit buses are currently 80 percent effective in meeting time schedules.

During the second quarter, revenue was down by only 2 percent and ridership was up by 2.8 percent compared to the previous year. Part of the improvement in ridership can be attributed to the increased advertising and part to an increase in the number of high school and college students employed for the summer who took the bus to work (included under the "regular passenger" category). Revenue dropped 18.7 percent and ridership increased by only .47 percent in the third quarter as these summer workers returned to school.

Table 16

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: HT

	Quarter 1 (March - June 1983)	Quarter 2 (June - August 1983)	Quarter 3 (Sept. - Nov. 1983)	Quarter 4 (Dec. - Feb. 1984)
Percentage of budget spent	10.7%	28.6%	31.0%	30.1%
Change in revenue from previous year (total)*	(15.8%)	(2.0%)	(18.7%)	+6.7%
Change in ridership from previous year:				
Regular passengers	(2.5%)	+19.6%	(13.1%)	+36.9%
Senior passengers**	(7.7%)	(2.9%)	(12.9%)	+2.8%
Handicapper passengers	+47.2%	+33.5%	+12.0%	+8.0%
Senior/Handicapper passengers	(10.1%)	+2.9%	N/C	N/C
Student passengers	(30.3%)	(14.6%)	+7.4%	+13.0%
Total	(10.0%)	+2.8%	+.47%	+19.8%

*Further breakdown of revenue not available.
**Figures for senior ridership are estimated.

The fourth quarter exhibited the most favorable revenue and ridership figures when increases of 6.7 and 19.8 percent occurred, respectively.

c. Conclusions

From the results of the telephone surveys that were conducted, it is apparent that Harbor Transit's marketing techniques had a positive impact on ridership and awareness levels, but were not as effective as they could have been. The results of a regression analysis, which used bus ridership as the dependent variable, and TV, radio, and newspaper ads, adjusted for demographic influences (see appendix 10, on page 150, for a sample regression analysis) as the independent variables, revealed the following:

1) Those who saw the TV ads were 7 percent more likely to ride the bus than those who did not. These results are marginally significant ($p = .10$), meaning there is a 10 percent chance that the findings were a result of random influences.

2) There was a slight positive relationship between having heard the radio ads or seen the newspaper ads, and bus ridership; however, the significance level was insufficient to make any definitive conclusions.

Results of a regression analysis which combined Isabella and Grand Haven data to provide general information on media effectiveness in rural areas (see the general survey results) also revealed TV ads to be the most effective in increasing bus ridership. Harbor Transit allocated 74 percent of its grant funding to radio and newspaper advertising and only 26 percent to the more effective TV ads.

The Grand Haven area residents who responded to the telephone survey and answered the media questions, provided the following information on media audiences:

- 88.5 percent of the people said they watch TV.
- 82.9 percent said they listen to the radio.
- 80.6 percent said they read a local newspaper.

These results further indicate that Harbor Transit would have had a more effective advertising campaign and would have reached more people if it had concentrated more of its funds on TV ads and less on radio and newspaper.

The TV ads that Harbor Transit did show were less effective than those of Isabella County Transportation Commission, the other rural transit system in the study. This may have been a result of Harbor Transit's choice of target market. As mentioned previously, many of its radio and TV ads were aired in the early mornings and evenings, in an effort to recruit full-fare working riders. Yet, the postsurvey revealed that only 5 percent of the people who said they rode the bus did so to go to work. One explanation is that, due to HT's reduced ability to meet time schedules, time-pressured working riders may have found the bus to be too unreliable. The ads might have been more effective if they had been targeted at those who ride the bus to go shopping (18 percent), to do personal business (16 percent), or when there is no car available (33 percent).

HT's media ads were more effective in raising the public's awareness of the bus system. A regression analysis, which used the question: "What is the name of the bus system?" as the dependent variable, was used to measure changes in awareness. A correct response of "Harbor Transit" was taken to mean that the respondent was aware of the system, and all other responses were taken to signify a lack of awareness. The regression analysis revealed that:

- People who heard the radio ads were 10 percent more likely to know the correct name of the bus system than those who did not. This was significant at $p = .10$.

HT's advertising campaign appears to have accomplished its objective of making people more aware of the transit system's new fixed-route service. Sixty percent of the people who answered the question, "What is the name of the local bus system?" on the presurvey, answered: "Dial-A-Ride," or "DART," which is the name of Grand Haven's demand-response service. Only 26 percent answered "Harbor Transit," which is the proper name of the transit system, and is the name which appears on the fixed-route buses. Only 47 percent of

those answering the same question on the postsurvey, however, said "Dial-A-Ride" or "DART," whereas 32 percent said "Harbor Transit."

2. Isabella County Transportation Commission (ICTC)

a. Project Summary

ICTC received $18,196 in federal funds, which was matched with a local share of $4,549, for a total marketing budget of $22,745. It's budget is shown in table 17.

Table 17

GRANT BUDGET: ICTC

	Budget	Percentage of Total Budget
Direct Mail	$ 1,000	4%
Printing	5,250	23%
Radio and Local Cable TV	8,250	36%
Newspaper and Journals	8,245	35%
Total	$22,745	100%

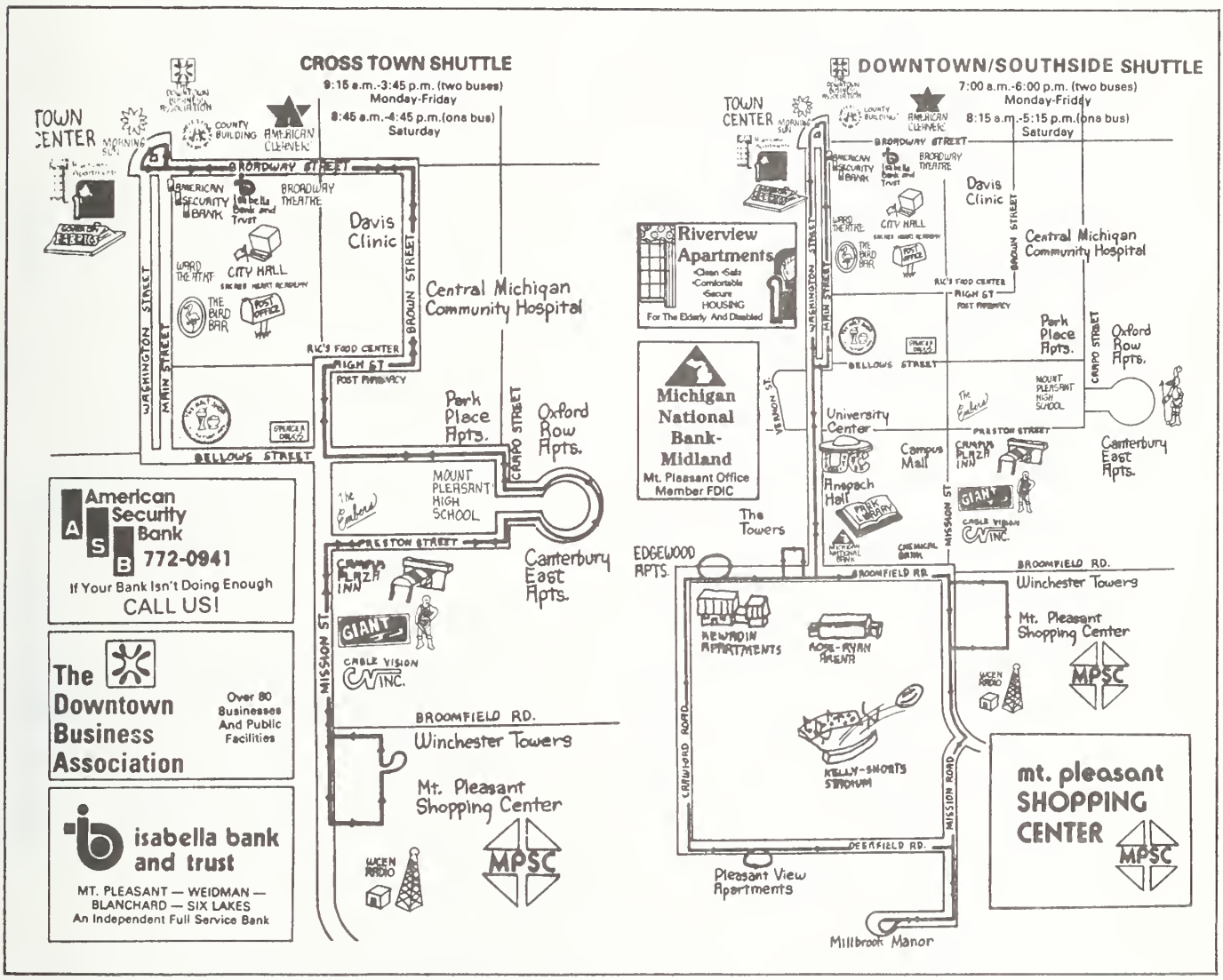
ICTC divided its market into three general categories:

1. Primary market - users/strong supporters.
2. Secondary market - nonusers/possible supporters.
3. Tertiary market - nonusers/nonsupporters.

During the grant period it targeted its efforts at its secondary market in order to increase its support, which was needed to pass the August 1984 millage election. To accomplish this objective, ICTC implemented the following marketing projects:

Map Posters and Brochures: ICTC printed colorful cartoon maps which promoted its fixed route system. The maps included local restaurants, shops, apartments, and other "landmarks," which sponsored the printing of the poster. This project was self-funding except for staff time. Brochures with a miniature version of the map on them were also printed. The brochures advertised ICTC's Dial-A-Ride and charter services, and the Commuter Connector (car/van pool ride share information), as well as its fixed route system.

Cable TV and Radio Ads: ICTC purchased 30-second spots on local cable TV, as well as space on the information page of the newsreel station. It also advertised on local radio. The ads focused on ICTC's new "Transit Means Business" theme which portrays the transit system as a generator of local business.



ICTC's brochure shows a cartoon map of its fixed-route system.

Printed Media: ICTC advertised in a variety of printed media, including local journals, magazines, and newspapers. It recruited college student ridership by advertising in Central Michigan University's student newspaper.

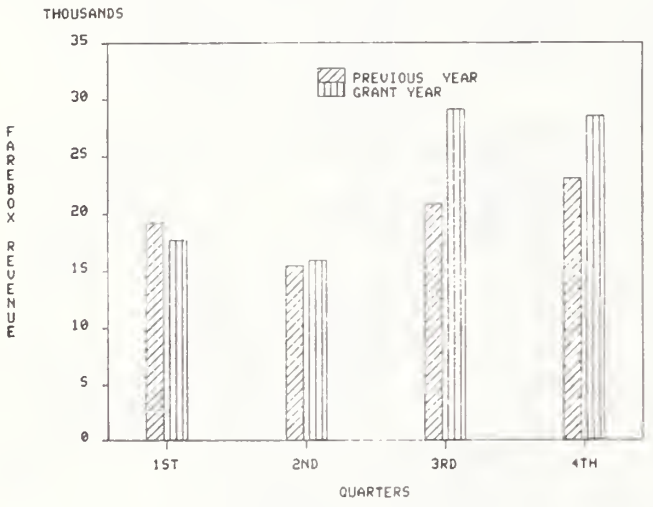
Student Ridership Campaign: To increase student ridership, ICTC distributed route and schedule information to students entering and returning to Central Michigan University. Free tokens were distributed to encourage trial rides of the bus. ICTC also offered tours of its facilities to grade school students to educate them about available bus services.

b. Revenue and Ridership Changes

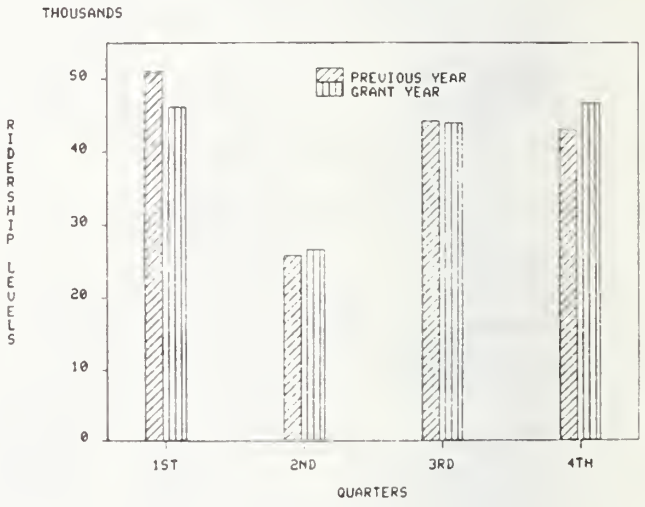
ICTC's quarterly revenue and ridership changes are shown in figure 9 below.

Figure 9

ICTC
Total Farebox Revenue Changes



ICTC
Total Ridership Changes



Although ICTC's main objectives did not include increasing ridership, it's ridership did increase 8.2 percent by the fourth quarter, compared to a 9.7 percent decrease from the previous year in the first quarter (see table 18). Revenues showed a more substantial improvement. They were down by 8 percent in the first quarter, but reached an improvement of 39.6 percent in the third quarter. Although less of an increase, revenues were still up by 23.5 percent in the fourth quarter. Part of the increases can be attributed to ICTC's marketing programs, and part to a modest increase in operational efficiencies over the grant period. Decreases in the handicapper category occurred for two reasons: (1) some of these clients were not functional enough to continue riding in the "general public" system, and (2) another workshop site was opened which diverted riders to the Clare County Transit Corporation. These factors account for a loss of approximately 1,000 passengers per month.

ICTC's farebox revenue and ridership continued to show improvement after the grant period. Revenue increased by 29.2 percent, and ridership by 8.5 percent during the period of March to May 1984.

Table 18

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: ICTC

	Quarter 1 (March - May 1983)	Quarter 2 (June - August 1983)	Quarter 3 (Sept. - Nov. 1983)	Quarter 4 (Dec. - Feb. 1984)
Percentage of budget spent	12.5%	12.0%	19.5%	52.3%
Change in revenue from previous year*	(8.0%)	+2.9%	+39.6%	+23.5%
Change in ridership from previous year:				
Regular passengers	(32.5%)	+7.4%	+.54%	(1.8%)
Senior passengers	(1.3%)	+5.8%	+10.1%	+12.5%
Handicapper passengers	(14.9%)	+11.9%	(5.6%)	+10.5%
Senior/Handicapper passengers	N/A	N/A	N/A	N/A
Student passengers**	(20.7%)	+54.1%	(4.4%)	+16.7%
Total	(9.7%)	+3.1%	(.53%)	+8.2%

*Further breakdown of revenue categories is not available.
**"Student" category includes free rides, students, and school contracts for the third and fourth quarters.

c. Conclusions

Based on the results of the telephone surveys, several of the projects implemented by ICTC proved to be effective. As in the case of HT, ICTC's TV ads had a stronger impact on ridership than its radio and newspaper ads. A regression analysis, which used the responses to the question, "Have you personally ridden the bus in Isabella County in the past year?" as the dependent variable, and the various media ads, adjusted for demographic influences, as the independent variables, revealed that:

- Those who saw the TV ads were 13.6 percent more likely to ride the bus than those that did not ($p = .05$).

- The maps of ICTC's bus routes with ads of local businesses printed on them were also effective in increasing ridership. The people who saw the maps rode the bus 14.4 percent more than those who did not see them.

- The radio and newspaper ads did not have a significant effect on bus ridership.

A similar regression analysis, which selected only the student responses, revealed that the TV ads were even more effective in increasing student ridership. Ridership was 29 percent higher among students who saw the ads than those who did not ($p = .02$).

When asked which types of media they attended to, 83.6 percent of the combined pre- and postsurvey respondents said they watch TV, 81.2 percent said they listen to the radio, and 69.4 percent said they read a local newspaper. The percentage of the respondents who read a local paper may be larger than indicated, because the figure does not include people who said they read Central Michigan University's student paper. Of the people who attend to the various media, more people remembered having seen the TV ads. Eighty-six percent of the respondents who said they watch TV recalled having seen the TV ads, whereas only 59 percent remembered the newspaper ads and 56 percent the radio ads.

ICTC's ads were particularly effective in increasing the public's awareness of the bus system. The responses to three of the survey questions were used as indicators of awareness, including: 1) "What is the name of the local bus system?", 2) "Do you know how much it costs to ride the bus?", and 3) "Do you know how to obtain information about the bus services?". Regression analyses, which used the above indicators as the dependent variables and the marketing techniques as the independent variables, revealed the following:

- People who said they heard the radio ads were 24 percent more likely to know the correct name of the bus system ($p = .02$), and those who said they saw the map were 19.4 percent more likely to know it ($p = .05$), than those that did not. No significant differences were revealed among those who saw the TV ads.

- Those who heard the radio ads said they knew the cost of the bus 14.2 percent more often than those who did not ($p = .005$). The TV and newspaper ads did not have a significant effect on cost awareness.

- The newspaper and radio ads were effective in telling people where they could get bus information. People who said they saw the newspaper ads were 14 percent more likely to know where to obtain information ($p = .005$) and those who said they heard the radio ads were 11.3 percent more knowledgeable than those who did not ($p = .01$).

The postsurvey response frequencies also revealed an increase in the public's awareness level. On the postsurvey, 21.8 percent of the people knew the correct name of the bus system, whereas only 12.9 percent had given the correct name on the presurvey.

As was previously mentioned, the objective of most of ICTC's advertising was to increase the support of its secondary market (nonusers/possible supporters), in order to increase public support for its 1984 millage

election. The ads achieved their objectives, as the survey results revealed a general increase in the public's awareness, and the millage passed by a 54 percent vote.

3. Mass Transportation Authority (MTA) - Flint

a. Project Summary

MTA received $43,476 in federal funds and provided a $10,869 local share, for a total marketing budget of $54,345. A breakdown of its budget is shown in table 19:

Table 19

GRANT BUDGET: MTA

	Budget	Percentage of Total Budget
Marketing Consultant (marketing plan)	$ 5,000	9.2%
Annual Report	3,000	5.5%
Public Information Projects	20,345	37.5%
In-House Labor	26,000	47.8%
Total	$54,345	100.0%

MTA developed a unique marketing strategy. Because the auto industry is Flint's major employer, MTA presented the bus as the public's "second car." MTA speakers portrayed the bus as a convenient way for a one-car family to meet its diverse travel needs. They told parents that educating their children to use the bus was an effective way to reduce the amount of time they would have to spend driving them to various places. MTA implemented the following marketing techniques:

Speaker's Bureau: MTA sponsored presentations to students, senior citizen groups, and various neighborhood organizations. The speakers explained how to read bus schedules, and stressed MTA's dependability, reliability, and low cost.

Direct Mail Campaign: MTA initiated a direct mail campaign to expand public awareness of its services, and to inform the public of MTA projects in the community. Its efforts were concentrated along low ridership routes.

Promotional Souvenirs: MTA purchased kites, rain hats, shopping bags, and a variety of other items with bus ads on them, to distribute at its educational presentations.

Projects which were planned by MTA, but not completed during the grant period included:

MTA Passenger Newsletter: MTA planned to publish a bi-monthly newsletter to distribute to its passengers. The newsletter was to contain passenger information, a list of interesting places to visit along various routes, and a statement recognizing MTA's employees of the month, quarter, and year.

Annual Report: MTA planned to publish an annual report for the 1983 fiscal year which would highlight MTA's accomplishments during the year, and its plans for the future.

Development of User Information Aides: MTA planned to develop two sets of information slides or films: One for students, and one for Senior Citizens and handicappers. These films were to be used in conjunction with the MTA speaker's bureau.

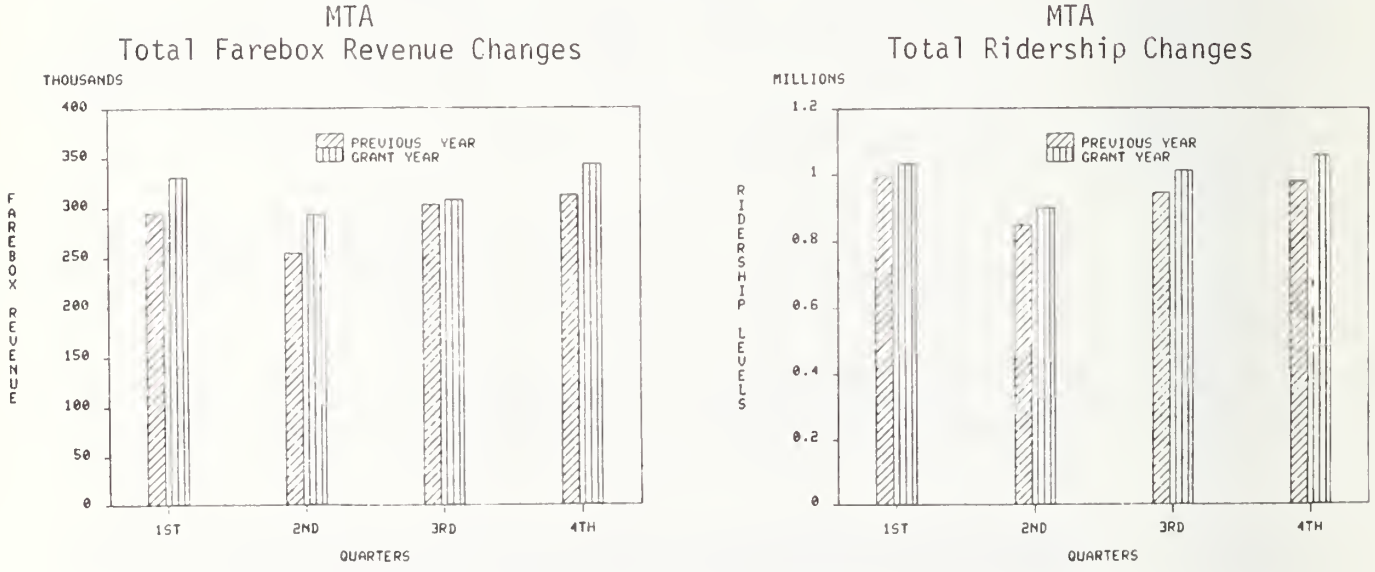
New Route Maps: MTA began, but did not complete, the task of providing individual route and system maps to the general public, the University of Michigan-Flint, Mott Community College, and local banks and stores.

Development of a New System Logo: MTA is evaluating proposals for the development of a new system logo to be used to identify its buses.

b. Revenue and Ridership Changes

MTA's quarterly revenue and ridership changes are illustrated in figure 10 below.

Figure 10



Ridership increased steadily throughout the year, rising from a 3.4 percent increase in the first quarter to an 8.2 percent increase in the fourth quarter over the previous year (see table 20). Although revenues increased over those of the previous year, they increased at a decreasing rate, declining from a 25.2 percent

increase in the first quarter to a 10.1 percent increase in the fourth. One explanation for this is that much of the ridership increase involved senior citizens and handicappers, who do not pay full fare.

Table 20

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: MTA

	Quarter 1 (March - June 1983)	Quarter 2 (June - Sept. 1983)	Quarter 3 (Sept. - Dec. 1983)	Quarter 4 (Jan. - March 1984)
Percentage of budget spent	0.0%	0.0%	8.8%	46.6%
Change in revenue from previous year (total)*	+25.2%	+15.3%	+1.7%	+10.1%
Change in ridership from previous year:				
Regular passengers	+3.3%	+6.0%	+7.1%	+8.2%
Senior passengers	+3.3%	+5.2%	+7.8%	+8.3%
Handicapper passengers	+10.3%	+10.6%	+1.5%	+29.7%
Senior/Handicapper passengers	N/A	N/A	(56.9%)	(61.4%)
Student passengers	N/A	N/A	N/A	N/A
Total	+3.4%	+5.9%	+7.1%	+8.2%

*Further breakdown of revenue data is not available.

c. Conclusions

It is evident that, due to outside factors, a trend of increased ridership was already present in Flint MTA's service area before its marketing projects were implemented. Total ridership increased from the previous year by 3.4 percent in the first quarter and by 5.9 percent in the second quarter, without the aid of special marketing. Part of the later increases may be attributed to marketing, because the highest ridership increases occurred in the third and fourth quarters when some of MTA's marketing projects were underway.

It was not possible to evaluate MTA's projects with the results of the telephone survey for two reasons. First, the bulk of its grant funding was not used until the fourth quarter so that its projects did not have time to influence ridership before the surveys were conducted. Second, MTA did not follow through on any of the projects which were asked about on the survey, including the new paint design for its buses, new buses, radio and newspaper ads, and passenger newsletter. Those projects that were completed, with the exception of the presentations, were not covered on the questionnaire.

4. Metro Transit System (MTS) - Kalamazoo

a. Project Summary

MTS received $26,916 in federal funds, which it matched with a $6,729 local share, for a total marketing budget of $33,645. A breakdown of its budget appears in table 21.

Table 21

GRANT BUDGET: MTS

	Budget	Percentage of Total Budget
Media	$12,500	37%
Seasonal Ad	3,125	9%
Special Promotions	5,520	17%
Develop Schedule Design Format	12,500	37%
Total	$33,645	100%

MTS implemented several innovative marketing techniques, including the following:

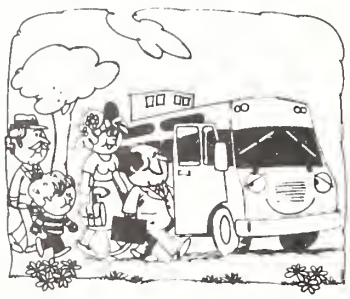
TV Advertising Campaign: In order to orient the nonriding public between the ages of 18-49 years to the positive benefits of public transportation, MTS designed three TV ads illustrating such benefits as convenience, reliability, cleanliness, and cost savings. Based on comments made to bus drivers by the general public, and approximately a 25 percent increase in telephone calls made to MTS's Information Center, the ads have fulfilled their objectives.

Token Program: This program was aimed at the riding and nonriding public between the ages of 18 to 61 years, with the objective of increasing the availability of advanced fare purchases, and therefore, of increasing ridership. To accomplish this objective MTS purchased five token machines, which provide passengers with fare tokens at a 10 percent discount (two for $.90). Advertising was used to increase the use of the machines. During National Transportation Week, MTS offered a special bargain of four tokens for $1. Ten thousand dollars worth of tokens were sold during a three-day period. The token program proved very successful, as token usage increased by 50 percent. Although it did not increase ridership, the token program did increase the availability and use of advanced fare purchases. Passengers appreciated this added convenience, and MTS received several calls requesting machines at additional locations. One problem in the implementation of this program, however, is the difficulty of securing additional locations due to apprehension on the part of local businesses of having a machine on their premises.

Elementary Education Program: In order to increase public transportation awareness and enable sixth grade students to use the transit system, MTS developed a 30-minute presentation that it presented to every sixth grade class in the Kalamazoo Public School system. After the presentations, the students were given quizzes that they could complete at home. When they answered the questions correctly, they could turn the quiz in to MTS for a free bus ride. The transit system also held a contest in which students were asked to design posters that would encourage bus ridership. The winning entries were displayed in MTA buses. This program proved to be very successful. It has helped students to read schedules and use the buses, and it has reduced student vandalism on the buses. The awareness of the students' parents also increased when the students took their quizzes home to complete them.

Answer the following questions. If you answer 13 correctly you win a free 4 ride pass. Send the brochure to Metro Transit - you may be a winner!

1. Under President Reagan's transportation plan the federal government will no longer provide operating assistance for public transportation after 1985.
   True False
2. Only elderly and handicapped people are considered transit dependent.
   True False
3. The fare you put in the farebox pays for half of the real cost to provide the ride.
   True False
4. What percent of the people who ride Metro Transit have a driver's license? (circle one)
   A. 10% B. 52% C. 70%
5. In the United States, the use of buses keeps 1,200 tons of pollution out of the air each year.
   True False
6. The average cost to operate a mid-sized family car for one year is $2,800. (Don't include the cost to buy the car.)
   True False
7. If it costs the average person in Kalamazoo $14.00 per week to drive their car to work, how much money could the average adult save a year if they would ride the bus to work every day?
   $_____
8. What are the three rules that Metro Transit has posted at the front of the bus.
   A. _____
   B. _____
   C. _____
9. In 1980, Metro Transit purchased 54 new buses. The cost for one bus was: (circle one)
   A. $25,000 B. $125,000 C. $70,000
10. The driver can lower the bus to the curb to assist the passenger, when needed, while boarding the bus.
    True False
11. 12 percent of the people who ride Metro Transit make $25,000 to $50,000 a year.
    True False
12. Since 1981, Metro Transit has had to cut how many dollars worth of bus service because the federal and state governments are giving Metro Transit less money to operate buses? (circle one)
    A. $1,000,000 B. $600 C. $200,000
13. When using a schedule to find the time to be at your bus stop, start by finding your final destination, and then work back across the line to your origin.
    True False
14. What are the fares for the following individuals?
    _____ Adult _____ Saturdays
    _____ Student (6-17 yrs.)
    _____ Handicapped and Senior Citizens
15. Metro Transit will stop at what places to pick up passengers or drop off passengers? (circle one)
    A. Bus stop signs only
    B. Corners and driveways
    C. Bus stop signs and corners only



To help us promote Metro Transit, we need your ideas. Please tell us why you think Metro Transit is important to our community. You can put your ideas in a poem or in a rhyme.

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Name _____
Address _____
School _____
Age _____

Many adults would have trouble passing this sixth grade quiz.

Magnets: As an advertising technique to reach all ages of the riding and nonriding public, MTS designed a magnet shaped as a small RTS-II coach that it distributed to households to put on their refrigerators.

"Summer in the City" Campaign: This program was aimed at students between the ages of 6 to 17 years to encourage them to use the bus for activities during their summer vacations--a time when ridership traditionally declines. Local newspaper ads and posters graphically displayed a summer fun map of parks and recreational centers that could be reached using the bus. A summer "Hot Spot" route map and pass was developed for distribution to students in the metropolitan area, and free rides were also made available. In addition, a ridership contest was held among junior and senior high school students, which offered a monetary award to the school with the highest ridership. This campaign successfully reduced the summer ridership decline from a 26.4 percent decrease in 1982, to one of only 7.4 percent in 1983. The campaign also served to sponsor summer activities in downtown Kalamazoo.

Schedule Development: MTS developed a brochure with schedule information, which it made available to the general public. Newspaper ads were used to educate the public on how to read them. Passengers have since indicated to bus drivers that they can now better understand the schedules.

Development of User Guides: This program involved the development of several guides to aid passengers in using the bus, including:

- A large route map that was distributed to local agencies and companies, in addition to being placed in all schedule racks.
- A new welcome packet for newcomers to the Kalamazoo area.
- A new ride guide which more effectively explains how to ride the bus and read a schedule.
- "Metro Reminders" for temporary route changes, safety tips, and information about Metro policies.
- New literature racks for the buses to assist in distributing schedules to passengers.

It is too early to determine the effectiveness of these guides; however, the initial response has been favorable. Agencies such as the Kalamazoo Welcome Wagon continue to ask for more ride guides because they have proven to be so popular.

Neighborhood Public Relations Campaign: This project was directed mainly at nonriding adults with the aims of increasing public awareness, improving public relations, and increasing

bus ridership. Fliers were distributed through the newspaper in September of 1983, which outlined routes and schedules specific to the neighborhoods which received them. The fliers included a survey form which could be mailed to MTS or used as a free ride. The purpose of the survey was to determine the origin and destination needs within each neighborhood area. Of the 38,694 surveys that were distributed, 1,519 were returned; 61.6 percent were mailed to MTS, and 38.4 percent were returned to bus drivers for a free ride. Although the distribution of fliers proved to be an effective method of informing the public about the bus system, no conclusive evidence could be drawn from the surveys for two reasons; (1) only 3.9 percent of the surveys were returned, and (2) the "self-selected" nature of the survey sample may have biased the response data. The sample was not random because only the people that wanted to take the time to complete a survey did so. These people cannot be assumed to be representative of the general population.

Slide Show: In order to inform the general public of the available transit services, a slide show was developed to illustrate the services mass transit provides to the metro area. The slide show was used to explain different transportation-related careers and to explain the basics of riding the bus. The slide show was used several times in presentations to various organizations and neighborhood groups. It was found to be an effective marketing tool, because it helped to retain the audience's attention during presentations.

Back-to-School Promotion: The objectives of this project, which was targeted at students between the ages of 13 to 25 years were to increase ridership and to orient students to riding the bus. To inform college students of bus services, brochures were developed welcoming the students to the area and identifying the routes they would use most often. The brochures proved to be an effective means of increasing student awareness of the bus routes, and of increasing ridership. In the third quarter, when the new school year began, student ridership increased by 1.8 percent versus a 10.4 percent decrease the previous year. By the fourth quarter, ridership had increased by 6.3 percent versus a .27 percent increase the previous year.

Christmas Promotion - Media Campaign: The objective of this campaign, which was aimed at both riding and nonriding adults, was to improve MTS's public image and make the public aware of available services during the Christmas holiday. TV commercials were developed which featured past employees of the month, who wished the public seasons greetings. The campaign had the effect of improving MTS's public image and of making the public aware of special promotions during the Christmas season. The use of actual drivers instead of actors made the public more attentive and also improved the drivers' morale.

SERVING YOUR NEIGHBORHOOD AS ONLY A NEIGHBOR WOULD!

FEATURING: The Parkview Hills, Oakland Drive, Oakwood, South Westnedge, Parkwood, & Hill & Brook Areas.

A FREE RIDE OFFER INSIDE!

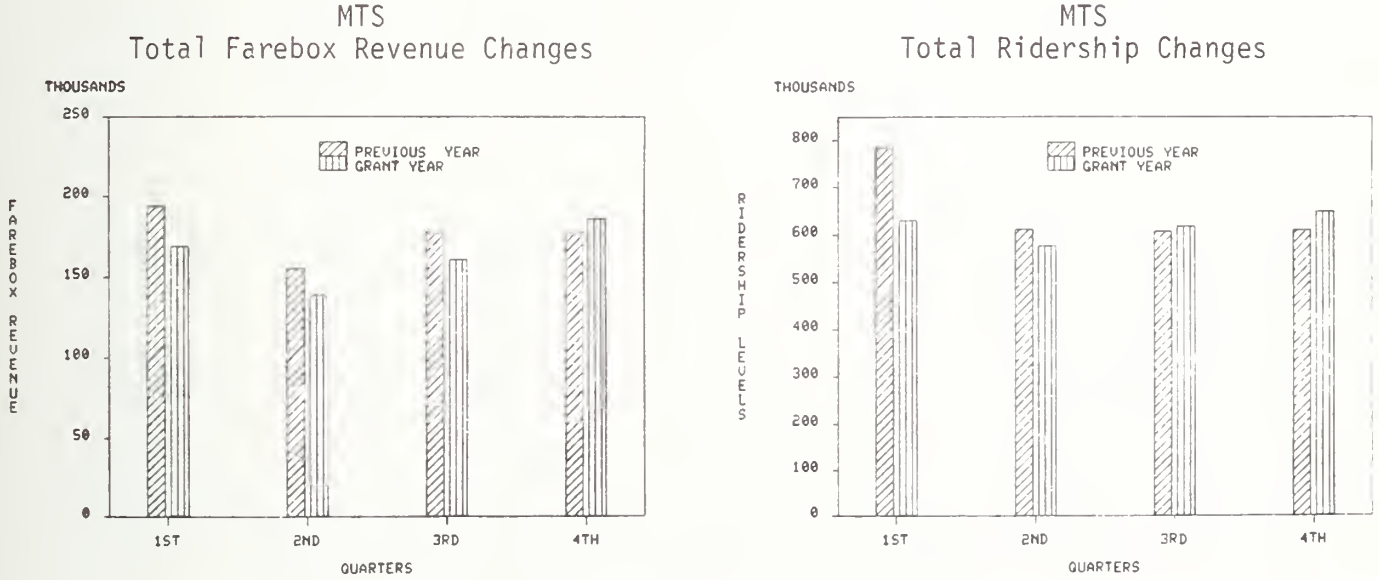
This flier was distributed as part of the Neighborhood Public Relations campaign.

Economic Importance of Public Transportation: In order to inform the nonriding public of the economic impact of public transportation, a brochure outlining public transportation's economic importance was developed and distributed in coordination with a factual presentation. The presentation was well received by political officials in the community. The presentation and brochures were found to be useful tools in convincing the audience that a decision must be made on the local level regarding future funding for public transportation.

b. Revenue and Ridership Changes

MTS's quarterly revenue and ridership changes are shown in figure 11 below.

Figure 11



The projects implemented by MTS throughout the year had a favorable impact on the system's revenue and ridership either by minimizing decreases or increasing the revenue and ridership figures (see table 22).

Table 22*

QUARTERLY FAREBOX REVENUE AND RIDERSHIP CHANGES: MTS

	Quarter 1 (March June 1983)	Quarter 2 (June August 1983)	Quarter 3 (Sept. Dec. 1983)	Quarter 4 (Dec. March 1984)
Percentage of budget spent	22.0%	50.0%	19.0%	9.0%
Change in revenue from previous year:				
Regular passengers	(22.2%)	(14.1%)	(13.9%)	(.22%)
Senior passengers	(8.7%)	+43.6%	(3.8%)	(9.9%)
Handicapper passengers	(22.5%)	(25.4%)	(.5%)	+24.5%
Senior/Handicapper passengers	+240%	+23.4%	+21.2%	+49.4%
Student passengers	(22.5%)	(9.2%)	(10.4%)	+.27%
Total	(12.9%)	(10.4%)	(9.5%)	+4.6%
Change in ridership from previous year:				
Regular passengers	(19.7%)	(5.6%)	+1.8%	+6.3%
Senior passengers	(19.7%)	(5.6%)	+1.8%	+6.3%
Handicapper passengers	(19.7%)	(5.6%)	+1.8%	+6.3%
Senior/Handicapper passengers	(19.7%)	(5.6%)	+1.8%	+6.3%
Student passengers	(19.7%)	(5.6%)	+1.8%	+6.3%
Total	(19.7%)	(5.6%)	+1.8%	+6.3%

*Because MTS is currently using automatic passenger counters, the information regarding senior, handicapped, and student passengers are estimated figures.

Both revenue and ridership dropped in the first quarter by 12.9 percent and 19.7 percent, respectively. These declines are a direct result of a $600,000, or 20 percent, reduction in services that took place in July of 1982. The TV advertising campaign and token program that were implemented by MTS during the first quarter helped to minimize the effects of the service reduction.

During the second quarter the revenue and ridership declines were reduced to 10.4 percent and 5.6 percent, respectively. This was a result of a stabilization of routes and schedules as well as marketing efforts. During the second quarter, MTS implemented its "Summer in the City" campaign, which helped to increase student revenue by 13.3 percent and student ridership by 14.1 percent from the first quarter. The increases in senior pass sales and token revenue can be attributed to marketing efforts. The schedule development and education programs also contributed to the revenue and ridership improvements.

During the third quarter, MTS implemented its Neighborhood Public Relations campaign, Slide Show, and Back-to-School Promotion. These programs, combined with the continued use of the new token machines, helped to reduce the revenue decline to 9.5 percent and to increase ridership 1.8 percent over the previous year. The ridership figures are more favorable than the revenue figures because several free rides were distributed through the Neighborhood Promotion. The ridership/revenue discrepancy was also a result of an increased number of individuals taking advantage of MTS's programs which offer reduced fares to agencies who distribute tokens to disadvantaged individuals.

During the fourth quarter both revenue and ridership were positive, with revenue increasing by 4.6 percent and ridership by 6.3 percent over the previous year. Much of this increase can be attributed to MTS's Schedule Development Program, New User Guides, Elementary Education Program, Economic Importance of Public Transportation Program, and Christmas Promotions that were implemented during the fourth quarter. Once again, the ridership figures are slightly more favorable than the revenue figures, due to the free rides distributed through the Christmas Promotions.

c. Conclusions

Based on the improvement in ridership and revenue and the telephone survey results, several of MTS's marketing projects were effective. The Neighborhood Public Relations Campaign was a very cost-effective technique. It made it possible to deliver target-specific information regarding bus routes and schedules every two weeks for a five-month period, for a cost of $3,000. A regression analysis using the question, "Do you know how often the bus comes by?", as the dependent variable, and the questions asking if people had seen the fliers and the other media ads as the independent variables, showed that the fliers succeeded in informing the public about bus routes and schedules. People who had received the fliers were 18.9 percent more likely to know how often the bus came by than those that did not ($p = .01$).

Three other marketing projects, which proved to be successful, included: 1) the New User Guides, which were useful in disseminating information; 2) the Elementary Education Program, which was an effective way to introduce children to public transportation, and encourage their future use of the bus system; and 3) the Token Program, which offered riders the convenience of extended advanced fare services.

MTS spent 37 percent of its total marketing budget on media, including TV, radio, and newspaper ads. Of these three media, newspaper ads proved to be the most effective. Although the combined pre- and postsurvey response frequencies revealed that fewer people read a local newspaper (79.6 percent) than watch TV (86.2 percent), or listen to the radio (84.7 percent), more people remembered having seen the newspaper ads. Of the people surveyed, 30.3 percent said they saw the newspaper ads, compared to

28.4 percent who heard the radio ads, and only 12.2 percent who saw the TV ads. Regression analysis also showed the newspaper ads to be the most effective. When the dependent variable, bus ridership, was regressed against the three types of media ads, adjusted for demographic influences, the results were as follows:

- People who said they saw the newspaper ads were 16.9 percent more likely to ride the bus ($p = .002$). Newspaper ads were used by MTS to promote its bus services, including the token program and the "Summer in the City" campaign.

- The radio ads were shown to have had a negative 18.4 percent effect on bus ridership ($p = .001$). One explanation for this is that people who were aware of the radio ads heard them on their car radios, resulting in a negative correlation between the ads and bus ridership.

- The TV ads did not have a significant effect on bus ridership.

Whereas only the newspaper ads positively affected bus ridership, all three of the media types were effective in raising the public's awareness level. The following questions were used as the independent variables in separate regression analyses: 1) "What is the name of the local bus system?", 2) "Do you know how much it costs to ride the bus?", and 3) "Do you know how often the bus comes by?". When these questions were regressed against the media ads as independent variables, the following were determined:

- All three media helped to increase people's awareness of the name of the bus system. Those who heard the radio ads were 16.5 percent more likely to know the correct name of the bus system than those that did not ($p = .05$). The TV ads had a 14.7 percent positive effect on awareness and the newspaper ads a 10.8 percent effect, however the significance levels were only 10 percent and 20 percent, respectively. The low significance levels are likely to have been a result of a small sample size for this regression.

- The newspaper ads contributed to an increased awareness of the cost of riding the bus. People who saw the newspaper ads said they knew the cost of riding the bus 11.9 percent more often than those that did not ($p = .05$).

- None of the media types had a significant effect on the public's awareness of how often the bus came by.

The pre- and postsurvey response frequencies also showed that MTS's marketing projects increased the public's awareness of the transit system. One improvement can be seen in the responses to the question that asked for the name of the bus system. Of the people who answered the presurvey, only 19.6 percent knew the correct name, whereas 25 percent knew it on the postsurvey.

Although the regression analysis that used the question, "Do you know how often the bus comes by?", as the dependent variable did not reveal significant media effects, the response frequencies suggest that the projects in general had a positive effect on the public's awareness of the bus routes and schedules. Of the people who answered the postsurvey, 44 percent said they knew how often the bus came by, whereas only 36 percent of the people had given this response on the presurvey.

GENERAL SURVEY RESULTS

In order to make general conclusions from the survey data, the responses from Kalamazoo, Grand Haven, and Isabella County were combined to form a single computer data file. The Flint survey data was excluded because the transit system did not complete the marketing projects covered on its survey. Regression analysis, response frequencies, and crosstabulations were used 1) to determine the effectiveness of the various marketing projects on people's awareness, attitude, and usage of the bus systems, and 2) to provide information about bus riders and non-riders, and the media they attend to. Regression analysis was not possible for all the survey questions, either because a "no" answer meant the media questions were skipped, or because too few people answered the question. Only those marketing techniques which are common to all the surveys are included in the general conclusions.

The combined data in the "master" computer file was reaggregated to enable separate analyses to be done for the rural and urban transit systems. Grand Haven and Isabella County's survey data were combined to determine which marketing techniques were most effective in rural areas. Because Flint did not implement its marketing projects, Kalamazoo's survey data was used alone to represent urban systems. The following questions were used to measure changes in people's awareness of the local bus system:

1. Is there a local bus system in the Grand Haven/Isabella County/Kalamazoo area?

2. What is the name of the local bus system?

3. Does the bus system provide services for elderly people?

4. Does the bus system provide services for handicappers?

5. Do you know how much it costs to ride the bus?

6. Do you know how to get information about the bus system?

Regression analysis could be done using the questions regarding the bus name (question 2 above), cost (question 5 above), and people's knowledge of where to get information (question 6 above) as the dependent variables. When these responses were regressed against the marketing techniques covered on the questionnaires, adjusted for demographic influences, the following were revealed:

- All the media were effective in increasing the public's awareness of the correct bus name; however, different media were more effective in rural and urban areas. The TV ads had the greatest impact in rural areas. Those people who saw the TV ads in rural systems were 12.1 percent more likely to know the correct name of the local bus system than those who did not ($p = .05$). Newspaper ads had a 9.8 percent positive effect ($p = .10$), and radio ads a positive 9.6 percent effect ($p = .05$) in the same areas. On the other hand, radio ads had the greatest impact in urban areas. Those who heard the radio ads in urban areas knew the correct bus name 16.5 percent more often than those who did not

(p = .05). TV ads had the second largest positive effect in urban areas, of 14.7 percent (p = .10). The newspaper ads also showed a positive effect of 10.8 percent, however not at a significant level (p = .20).

- The newspaper was the only media that succeeded in informing the public about the cost of riding the bus. In the rural areas, people who saw the newspaper ads said they knew the cost 10.3 percent more often than those who did not (p = .005). The newspaper ads had a positive 11.9 percent effect on cost knowledge in urban areas (p = .05).

- The newspaper ads were the most effective way to inform people about how to get bus information in both rural and urban areas. Those who saw the newspaper ads were 12.6 percent more likely to know where to get information in the rural areas (p = .001), and 7.1 percent more likely in the urban areas (p = .005). The radio ads also had a positive effect of 6.8 percent in the rural transit systems (p = .01), and 5.9 percent in the urban systems (p = .10). The TV ads were not effective in educating people about where to obtain information about the bus services.

The response frequencies of three other questions were also analyzed to determine changes in awareness, including: 1) Is there a local bus system?, 2) Does the bus system provide services for elderly people?, and 3) Does the bus system provide services for handicappers? There were no significant differences in the response frequencies for these questions from the pre- to the postsurvey for either the rural or the urban transit systems.

In general, the marketing techniques helped to improve the public's attitude toward the bus system. Less people felt that the bus cost too much on the combined postsurveys. Of the people who answered the question dealing with people's attitude toward cost, 15.9 percent said it was too much, and 79.6 percent said it was just right on the presurvey, whereas only 10.9 percent said it was too much and 85.1 percent said it was just right on the postsurvey. More people also said they felt the bus went to the areas they most frequently travel. On the presurvey, 77.8 percent of the people answered "yes" or "think so" to this question. The percentage of "yes" answers increased to 81.2 percent on the postsurvey. Finally, as a result of the TV ads, less people felt the bus was inconvenient. A regression analysis which used the responses to the question, "What is the reason you don't ride the bus?", with "inconvenient" coded as 1, and all other responses coded as 0, revealed the following:

- People who saw the TV ads said they did not ride the bus because it was inconvenient 7.3 percent less frequently than those who had not seen the ads (p = .01).

- None of the other media had this effect.

The responses to the question, "Have you personally ridden the bus in Kalamazoo during the past year?", were used as the dependent variable in a regression analysis to determine the media effects on bus ridership. Only the newspaper ads had a positive effect on ridership in the urban systems. Those urban area residents who saw the newspaper ads said they rode the bus 16.9 percent more often than those who did not (p = .002). TV ads did not have a significant effect, and radio ads were shown to have had a negative

18.4 percent effect on bus ridership (p = .001). As previously mentioned, one explanation for the negative correlation between the radio ads and bus ridership is that people may have heard the radio ads in their cars. The TV ads had the greatest impact on ridership in the rural areas, having had a positive 10.1 percent effect (p = .01). The newspaper and radio ads did not have a significant effect in these areas.

The master data file, containing the survey responses for all the transit systems, provided valuable information regarding the characteristics of bus riders and non-riders. A more complete list of the responses appears in appendix 11, on page 152; however, the highlights of several crosstabulations are as follows:

- The 16-19 and 60 and over age groups have the highest proportion of riders to non-riders within their respective age groups (see figure 12).

- The 20-29 and 60 and over age groups each account for 25 percent of the total bus riders surveyed, followed by the 30-39 and 16-19 age groups, which account for 16 and 14 percent, respectively (see figure 13).

Figure 12

Age Group Ridership

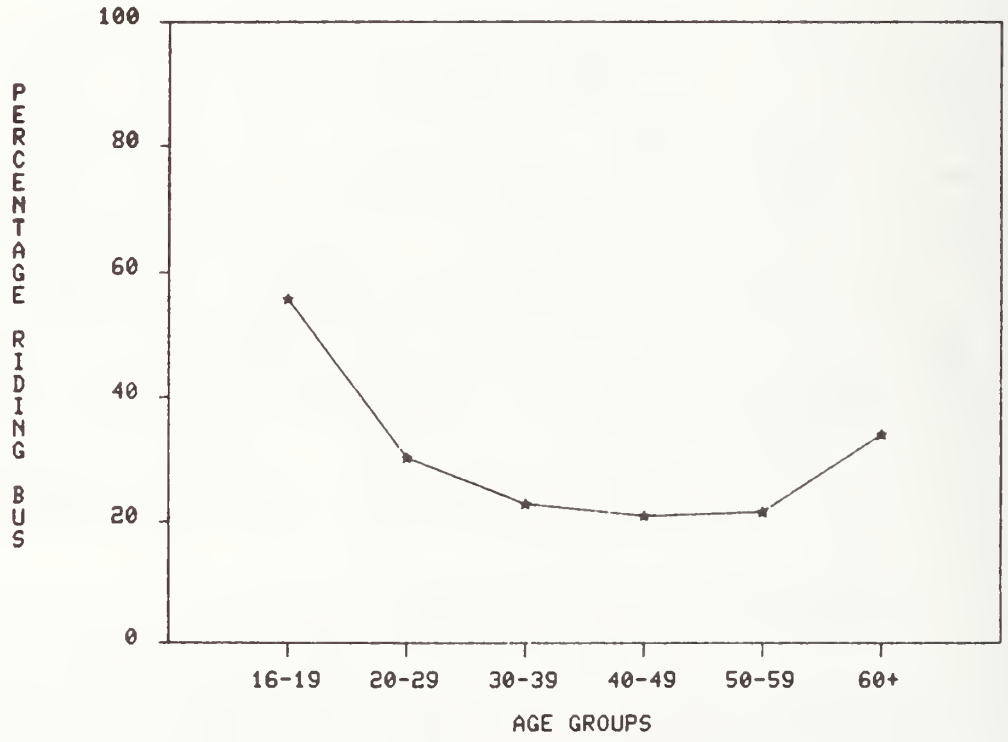
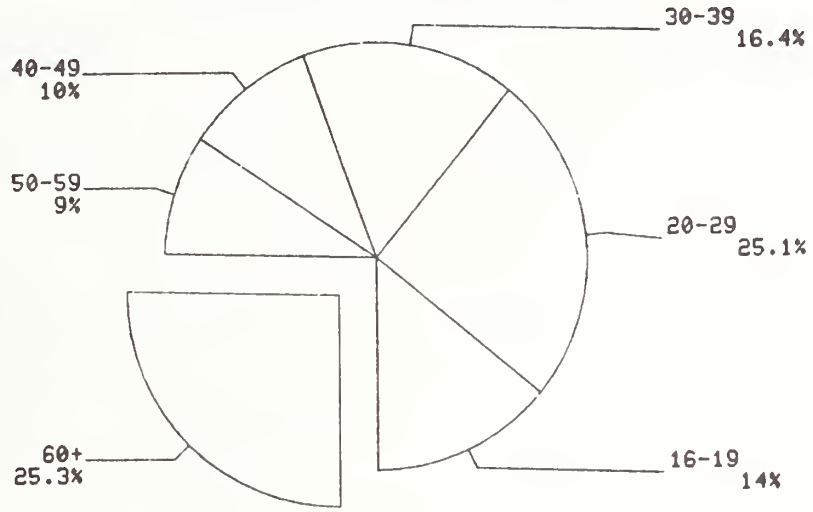


Figure 13

Total Ridership by Age Group



- Of the bus riders, 20.5 percent are students, 18 percent retired people, and 18 percent are homemakers, according to the combined survey results. One reason for the large percentage of student riders is that three of the four transit systems surveyed have universities in the area.

- More females ride the bus than males (31.6 percent of the females that were surveyed said they ride the bus, whereas only 24.3 percent of the males gave this response).

- Of those who ride the bus, 42.2 percent ride it only yearly, and 28.6 percent ride it monthly.

- Of the people who ride the bus, 89.3 percent know the cost, whereas only 29.3 percent of those who do not ride the bus know its cost.

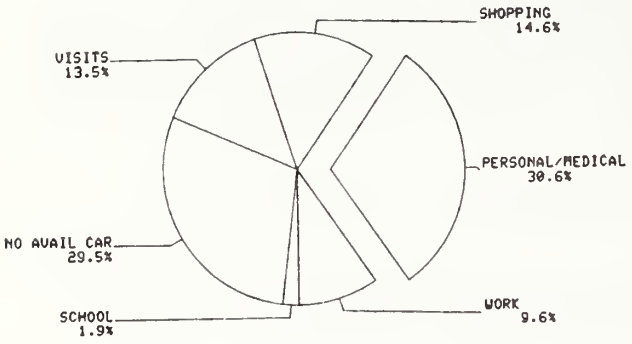
- Of the bus riders, 88.1 percent said they knew how to obtain bus information, whereas only 78.7 percent of the non-riders gave this response.

The reaggregated rural and urban survey data provided information regarding the reasons why people do or do not ride the bus in these areas. The most popular reason for riding the bus in urban areas was to go shopping, followed by personal business and medical visits. The most frequent reason in the rural areas was for personal business and medical visits, followed by "When I don't have a car/when the car is in the garage." (see figure 14)

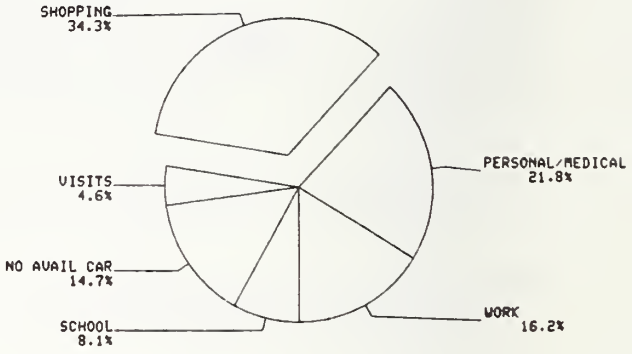
Figure 14

Reasons for Riding the Bus

Rural Areas



Urban Areas



The responses to the question, "Why don't you ride the bus?", were grouped into four general categories, as follows:

1. Has other transportation:

   - "Don't need to, have other transportation."

2. The bus routes are not sufficient:

   - "Doesn't stop near me."
   - "Doesn't go where I want to go."

3. The bus schedules are not sufficient:

   - "Takes too long."
   - "It's unreliable."
   - "Doesn't go when I want to go."

4. The cost is too high.

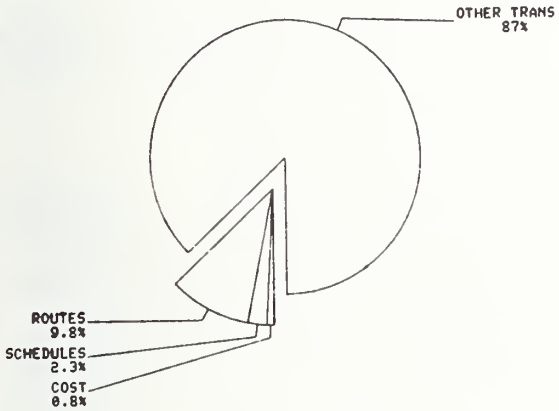
   - "Costs too much."

This excluded responses which said, "it's inconvenient," "don't know," "bus passengers", "just never thought about it or got around to it," and "other," either because no one gave the response, or because the answer category was ambiguous. According to these four categories, both rural and urban area residents said they do not ride the bus mainly because they have other transportation. The second most frequent response was because the bus routes were not sufficient, followed by the schedules being insufficient. Only a small percentage of the people said they do not ride because of the cost (see figure 15).

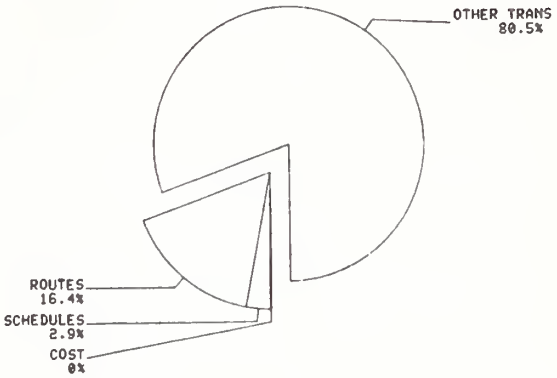
Figure 15

Reasons for Not Riding the Bus

Rural Areas



Urban Areas

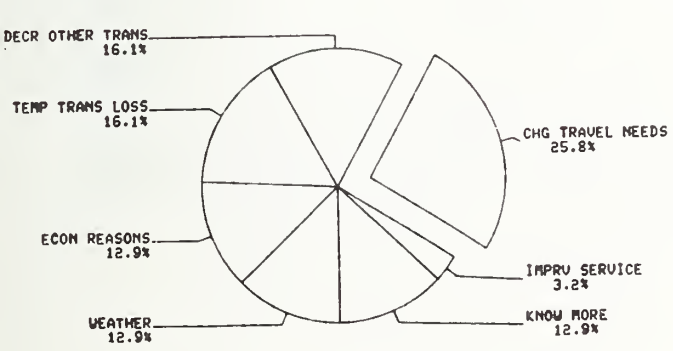


Responses to the postsurvey questions, "Why have you ridden more frequently", and "Why have you ridden less frequently?", revealed that people in both rural and urban areas rode the bus more frequently predominantly because of a change in their travel needs or a decrease in other transportation means. On the other hand, people said they rode the bus less frequently mainly because they had bought a car or motorcycle, or because of a change in their travel needs (see figures 16 and 17).

Figure 16

Why People Rode the Bus More

Rural Areas



Urban Areas

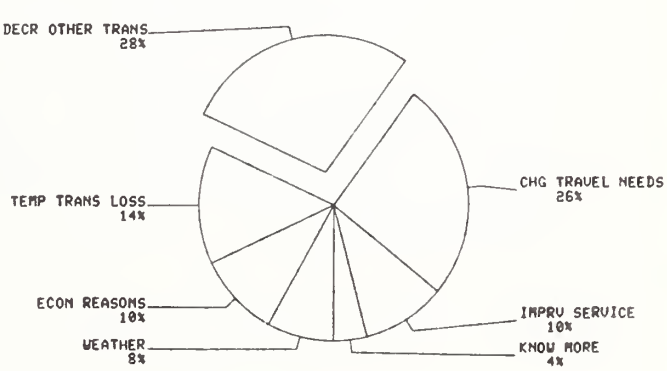
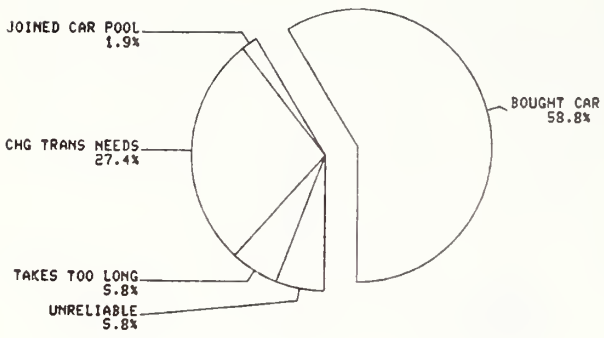


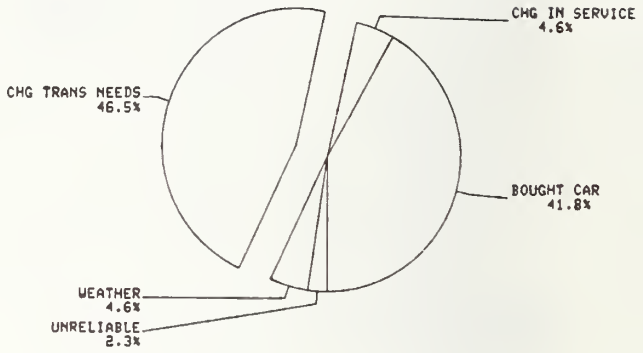
Figure 17

Why People Rode the Bus Less

Rural Areas



Urban Areas



Finally, the combined survey data, from all the transit systems, provided information regarding the size of different media audiences. Of the people who answered the telephone survey, 95.9 percent said they watch TV, 92.1 percent said they listen to the radio, and 85.9 percent said they read a local newspaper. Crosstabulation of the media ads with bus ridership revealed that all the ads had a positive relationship to ridership:

- Of the people who saw the newspaper ads, 34 percent ride the bus, whereas only 27 percent of those who did not see the ads ride the bus.

- Of the people who heard the radio ads, 32 percent ride the bus versus 30 percent who did not hear the ads.

- Of the people who saw the TV ads, 44 percent ride the bus, compared to 31 percent of the people who did not see the ads.

When people were asked what would be the most effective way to inform them, the most popular response was "newspaper" in the urban areas (27.2 percent) followed by mail (23.1 percent), and then TV (19.3 percent). Conversely, most of the rural area residents said the radio would be the best way to inform them (49.2 percent), followed by the newspaper (22.1 percent) and then TV (17.6 percent).

CONCLUSIONS

As stated in the Introduction to this report, the objectives of Michigan's Section 4(i) project were 1) to expand public awareness and improve the image of public transportation throughout the state of Michigan, 2) to increase utilization of public transportation services throughout the state of Michigan, and 3) to evaluate the implementation of innovative marketing techniques for statewide adoption. Based on the quarterly report and telephone survey data, all the above objectives have been met.

Improvements in Public Awareness

Several of the projects implemented by the 11 participating transit systems sought to increase the public's awareness of local bus systems. The most effective of these projects included newspaper ads, direct mail, ad buses, and map posters. The survey results revealed that these projects and others had a significant impact on people's awareness of 1) the name of the local bus systems, 2) the cost of riding the bus, 3) where to obtain bus information, and 4) how often the bus comes by. A summary of the effectiveness of the various projects implemented under the grant appears in table 23.

Table 23
SUMMARY OF PROJECT EFFECTIVENESS

	Effects on		
	Awareness	Attitude	Usage
Newspaper ads	+++	o	+++
Television ads	+	++	+++
Radio ads	++	o	+
Brochures	++	o	+
New uniform jackets	+	++	o
Direct mail (flyers)	+++	o	+
Trolley	++	++	+
New bus stop signs	++	++	+
Presentations to community groups	++	+	+
Ad bus	+++	o	o
Community activities	++	+++	o
Discount coupons, ride n' shop tickets	+	+	++
Innovative ad themes (i.e., "mall crawler")	++	++	++
Promotional souvenirs	+	+	o
Map posters	+++	o	+++
New token machines	+	++	+
Elementary education programs	++	+	+
"Summer in the City" campaign	++	++	+++
New user guides	+	+	++

Key
+++ = Large positive effect.
++ = Moderate positive effect.
+ = Small positive effect.
o = No significant effect, or effect undetermined.

Improvements in Bus Ridership

The marketing techniques implemented with the 4(i) grant funding also helped to increase bus ridership in Michigan. Of the total $335,000, 87.7 percent of the grant funding was spent, resulting in a 2.3 percent net ridership increase for the year. This increase fell short of the 7 percent projected passenger increase. However, the initial ridership projection was made before the results of a major cost containment program, implemented by MDOT in fiscal year 1980-81, were known. This program resulted in a total cost savings of $2,099,539, and caused service reductions and ridership losses in several of the participating transit systems. A description of the cost containment measures and their effects appears in appendix 12, on page 154.

Several of the marketing projects contributed to an increase in ridership. The survey identified the most effective of these as newspaper ads, TV ads, and map posters. A summary of which media were most effective in urban and rural areas appears in table 24.

Table 24

SUMMARY OF MEDIA EFFECTIVENESS

Effects On:	Most Effective Media	
	Urban Areas	Rural Areas
Awareness of bus system name	1. Radio ads 2. TV ads 3. Newspaper ads	1. TV ads 2. Newspaper ads 3. Radio ads
Awareness of cost of bus ride	1. Newspaper ads	1. Newspaper ads
Awareness of where to get bus information	1. Newspaper ads 2. Radio ads	1. Newspaper ads 2. Radio ads
Bus ridership	1. Newspaper ads	1. TV ads

Note: 1 = most effective.

Additional Benefits of Project

Aside from the increases in public awareness and usage of local bus systems, other benefits were realized as a result of the 4(i) program. To the extent that the marketing projects implemented by the 11 transit systems persuaded the public to ride the bus, rather than drive a car, they had the following energy and environmental impacts:

1. Less gasoline consumption.
2. Reduced air pollution.
3. Less traffic congestion.
4. Reduced need for parking space in crowded areas.

Using 4.7 miles as an average distance traveled by a local transit passenger per trip,* an estimate of gallons of gasoline saved by the increased bus ridership can be made:

$$\text{Number of gallons} = \frac{4.7 \text{ miles/passenger} \times 395{,}006 \text{ passengers (increased)}}{16 \text{ miles/gallon}}$$

$$= 116{,}033 \text{ gallons}$$

The estimated dollar value of the gasoline saved can be calculated as:

116,033 gallons x $1.25/gallon = $145,041

Recommendations for Statewide Adoption

As a result of the evaluation of the innovative marketing projects implemented during the grant period, several recommendations can be made for statewide adoption. First, the transit systems must have a clear definition of the target markets they wish to reach with their promotions. This definition will play a large role in the selection of appropriate marketing techniques. For example, elementary education, map posters, and "Summer in the City" campaigns are particularly effective in increasing student ridership, whereas discount coupons, "Ride N' Shop" tickets, and the innovative advertising themes such as the "Mall Crawler," are more useful in reaching shoppers.

Transit systems should also identify the objectives of their marketing projects, as different media and different advertising messages are more effective in increasing the public's awareness, changing attitudes, or increasing ridership. The cost of various marketing projects will also be a determining factor in their adoption by other transit systems. Smaller systems with less funding will want to implement those projects which reach the maximum number of people for the least cost. Such projects would include media ads, direct mail, ad buses, community presentations, and map posters.

Finally, the type of transit system, be it urban, or rural, will be a determining factor in the effectiveness of specific marketing projects. As shown in table 24, media ads have different impacts in the two areas. With these considerations in mind, virtually all of the marketing projects implemented under the 4(i) program could be modified for use by other Michigan transit systems.

Following is a summary of each transit system's participation in the Section 4(i) project, and recommendations for future evaluations of marketing techniques.

*Source: APTA Fact Book, 1981. The distance does not include additional travel with tranfers.

TRANSIT SYSTEM PARTICIPATION IN THE 4(i) PROJECT

In general, most of the transit systems successfully fulfilled their obligations under the 4(i) marketing contracts. Each system's total budget, and percentage spent during the grant period, is listed in table 25 below.

Table 25
TOTAL GRANT BUDGET

System	Amount Budgeted*	Percentage Spent
Alma Dial-A-Ride	$ 5,915	100.0%
Antrim County	5,605	49.3%
CATA (Lansing)	62,645	100.0%
GRATA (Grand Rapids)	35,240	99.5%
MCAT (Mecosta County)	4,700	100.0%
STS (Saginaw)	27,515	14.4%
SEMTA (Detroit)	156,605	100.0%
HT (Grand Haven)	9,790	100.0%
ICTC (Isabella County)	22,745	96.3%
MTA (Flint)	54,345	55.4%
MTS (Kalamazoo)	33,645	100.0%
Total	$418,750	

*Includes 80% federal and 20% local funding.

As the table shows, Antrim County, Saginaw Transit System, and Flint Metro Transit significantly underspent their marketing budgets. The remaining eight transit systems took full advantage of the marketing program.

The four systems which participated in the telephone surveys, cooperated with MDOT to varying extents:

Harbor Transit: HT satisfactorily met its obligations under its 4(i) contract and adequately supplied information to assist in the analysis.

Isabella County Transportation Commission: ICTC was one of the two transit systems which conducted its own telephone surveys. It recruited student volunteers from Central Michigan University's marketing club to help in this process. Although the surveys were completed on time, ICTC did not meet its quota of 400 valid postsurveys. Thirty-six of its postsurveys were conducted at MDOT between June 26 and July 3, 1984.

Mass Transportation Authority: MTA did not complete the projects which were covered on its survey. As a result, its survey data could be included in the final analysis. This adversely affected the conclusions which could be drawn from the entire survey process. MTA did not provide adequate information on the projects it did complete.

Metro Transit System: MTS was the second system which conducted its own telephone surveys. Its surveys were completed accurately and on time. MTS's quarterly reports were particularly comprehensive.

RECOMMENDATIONS FOR FUTURE EVALUATIONS OF MARKETING TECHNIQUES

The telephone survey proved to be valuable in the evaluation of the various marketing techniques that were implemented by the transit systems under the 4(i) grant. Several problems were encountered, however, which affected the validity of the results or complicated the evaluation process. One of the biggest faults in the survey procedure was that respondents for whom a survey could not initially be completed were not called back at a later time. While this decreased the amount of time the survey team spent telephoning, it also gave the survey a bias of unknown proportions, due to the systematic omission of people whose lines were busy or who were not at home between 2 p.m. and 8 p.m. A disproportionate number of homemakers and retired people were surveyed as a result. A more complete description of the survey sample appears in appendix 13, on page 157. The number of calls which resulted in a completed survey, as a percentage of total calls, varied among the four transit systems. The calls to Isabella County residents produced a finished survey 55 percent of the time; whereas, only 24 percent of the Grand Haven calls resulted in a completed questionnaire. A further breakdown of the telephoning results appears in appendix 14 on page 158. Nonresidental numbers and numbers outside the transit system service area accounted for many of the telephone calls for which a survey could not be completed.

The classification of respondent occupations was another problem which adversely affected the survey's validity. The surveyors were told to put the occupations into one of the following categories:

1. General office/clerical
2. Management
3. Government
4. University
5. Proprietor
6. Professional
7. Sales
8. Skilled/semiskilled
9. Technical
10. Service worker
11. Unskilled labor
12. High school or college student
13. Homemaker
14. Retired
15. Not employed
16. Other
17. No response

If they were not sure of the appropriate category to check, they were instructed to write a description of the job. Because several of the categories were ambiguous, they resulted in inconsistent answers. For example, "university" was checked for respondents who were university janitors as well as those who were professors or administrators. A comprehensive list of jobs falling under each heading was not made available to the survey team so that professions were grouped at each surveyor's discretion. This problem was partially corrected in the coding stage. Ambiguous answers including "government," "university," "service worker," and "other" were coded as invalid. This included 7.8 percent of the presurvey and 7.3 percent of the postsurvey responses to this question. The responses which were described by the surveyors were grouped according to the Statistical Abstract of the U.S., which provides a list of jobs included under similar categories. Approximately fifty percent of the surveys were coded in this way. The remaining responses which were simply checked had to be coded as they were given.

The manner in which some of the questions were asked led to other problems. Leading questions, such as, "Are there any other places that you have seen, heard, or read ads or information about the bus system, for example, billboards or news articles?", prompted predictable answers from the respondents. In other cases, the order of the questions, rather than the question content, partially biased the results. For example, asking the respondents "What would be the most effective way to inform you about the bus system?", after they had already been asked if they were aware of radio, TV, newspaper, or direct-mail ads for the bus, led them to repeat these media choices.

An additional problem which affected the statistical analysis was the absence of socio-economic questions which would have measured such factors as income level, education, and number of automobiles owned. These questions were omitted due to their sensitive nature. Yet these questions were important because socio-economic factors could have biased the results by interacting with the variables being researched (e.g., bus ridership). More precise cause and effect relationships could have been determined if more socio-economic factors had been identified by the questionnaire.

There were several other aspects of the survey design which did not affect the validity of the results, but did make the evaluation process more difficult. First, although the set of questions for the four transit systems were similar, they were not identical, so each survey had to be coded differently. This made it necessary to write a translator computer program which put similar responses into uniform locations in the computer data files before comparisons could be made among the different systems.

A second factor which increased the difficulty of the analysis was the presence of imprecise replies such as "don't know" and "think so." These answers had to be coded as invalid, which reduced the effective sample size and made regression analysis impossible for several of the questions. Another factor which led to a smaller sample size was the presence of several branching questions. If a respondent said he or she did not know if there was a local bus system (8.5 percent of pre-surveys, 11.5 percent of postsurveys), the surveyor was directed to skip to the end of the survey, deleting the media audience questions. This not only decreased the sample size, but also made it difficult to draw conclusions about people who were unaware of the bus system. The branching questions also made it more likely that the surveyors would make errors by either neglecting a question which should have been asked or including a question that should have been omitted.

Finally, the presence of open-ended questions such as "What would be the most effective way to inform you about the bus system?" complicated the analysis. Responses had to be grouped before they could be coded. Answers containing subtle variations had to be placed in the same categories, which reduced the precision of the survey results.

There are several ways the survey could be improved to both increase its validity and simplify the evaluation process. First, callbacks should be made to the people 1) whose lines are busy, 2) who are not at home, 3) who say it is an inconvenient time to speak with them, or 4) who say that no adult is available. In this way a more representative sample could be obtained. Second, a list of the jobs to be included in the general categories of the

occupation question should be available before the surveys are conducted, to increase the consistency of the recorded responses. One such list appears in the Statistical Abstract of the U.S. Ambiguous categories such as "government," and "university" should be avoided. Third, the survey content and format should be carefully planned to avoid leading or open-ended questions, and excessive branching. While some branching is necessary to avoid asking questions which do not follow logically from a respondent's previous answers, care must be taken not to eliminate questions of interest. All questions which can reasonably be asked of a respondent should be asked. A clear-cut choice of answers should be given to the respondent to avoid replies like "think so" and "don't know." On the other hand, an "invalid response" category should be included for meaningless answers.

The survey evaluation procedure could be greatly simplified by making the surveys of the different transit systems uniform. If this is not possible, the data-entry process should be adjusted to compensate for the differences. Answers to questions which are identical for all the systems should be keypunched into the same columns of the computer data record. If a question is asked on one survey and not on another, the columns should either be skipped or coded with dummy variables. In this way, a particular column in the computer data file will have the same data content, regardless of the data source. This procedure will eliminate the necessity of preparing an intermediate translator program to unify the data. To facilitate the coding and keypunching stages, small boxes could be printed next to each question, to be used to record responses during the telephone survey. If the boxes are labeled with the column numbers of the data-entry record, the answers could be keypunched directly from the survey (see figure 18).

Figure 18

Sample Coding Format

Do you know how to obtain information about the bus service?

1 ✓ YES
2 _____ NO
3 _____ THINK SO

[1]

Another way to improve the survey would be to place a serial number identifying the respondent on each page of the questionnaire, which could be coded with the results. This would provide a means of identifying pages which might become separated and would also make it possible to match additional data items concerning the same respondent within the computer. The person's address and telephone number should be cross-referenced to the serial number so that the respondent's answers could be matched to the particular locality in which he or she lives. This would allow for a more detailed profile of each person and would serve as a means of identifying socio-economic factors which may be important in the study. Street names, zip codes, and telephone number prefixes are just some of the ways to distinguish between locations. More sensitive questions designed to identify specific socio-economic characteristics of the respondents could be asked at the end of the survey after the surveyor has had a chance to establish legitimacy.

Finally, the survey analysis could be simplified by color-coding the questionnaires of the four different transit systems. It would also be helpful to be able to distinguish between the pre- and postsurveys at a glance. With these modifications, the telephone survey procedure should prove to be an effective means of evaluating future marketing projects.

APPENDIX 1

Quarterly Report

QUESTIONNAIRE

Quarter_____ to_____
Date Date

1. Please explain the objectives of your marketing plan for this quarter. This should include such information as: your target market; why you chose that target market; were you trying to increase their ridership?; educate them about the system?; improve their image of the system?; etc.

2. What marketing techniques did you use to obtain the above objectives?

3. Do you believe you met your objective? Explain why or why not.

4. Do you attribute any portion of your ridership increase (decrease) to your marketing actions? If yes, approximately what percentage of the changes are attributable to your marketing efforts?

5. If there were other reasons for changes in the ridership, please explain.

6. Do you attribute any portion of your farebox increase (decrease) to your marketing actions? If yes, approximately what percentage of the changes are attributable to your marketing efforts?

7. If there were other reasons for changes in the farebox, please explain.

8. Please explain how your marketing techniques helped to meet the statewide marketing objectives.

The following questions should be answered at the end of the year.

9. Which marketing technique(s) do you believe were the most effective for your transit system? Please explain.

10. Which marketing technique(s) do you believe would be the most adaptable and effective for other transit systems of your size? Please explain.

REPORT PASSENGER AND FAREBOX DATA FORM

Quarter _____ to _____
Date Date

	Regular Passengers	Senior Passengers	Handi-capped Passengers	Senior Handi-capped Passengers	Student Passengers	Total Passengers	Student Passengers	Total Passengers
Ridership for quarter								
Ridership for same quarter, previous year								
Increase (decrease) in ridership from previous year								
Farebox revenue for quarter								
Farebox revenue for same quarter, previous year								
Increase (decrease) in farebox from previous year								
Individual fare during quarter								
Individual fare during same quarter, previous year								

APPENDIX 2

Marketing Survey Guidelines

1. The random number listing locates the telephone numbers you are to call. The first number is the page number, the second number specifies the column (from left to right on each page), and the third number is the nth phone number in the column (from top to bottom). Every telephone number printed in the phone book should be counted as a different phone number even if it is a repeat number.

2. For every random number you attempt to call you must fill out either a survey form or an information sheet.

   a. Fill out an information sheet if the number gives a:

      - disconnected number.
      - no answer/busy signal.
      - inconvenient time.
      - no one over 16 years.
      - nonresidental (medical office or other business, government office, etc.).
      - number changed.
      - refusal.
      - out of bus service area.

      (See example)

   b. If the person is willing to do the survey, complete the survey questions and then fill in the information on the top of the survey form. Remember to check either male or female (see example).

3. The location asked for on the information and the survey sheets refers to the location of the telephone number. For example, a location could be the Winn telephone book, # 7-1-10.

4. For each completed survey, draw a line through that random number on the listing sheet. Place a check by the numbers that you filled out information sheets for.

5. You should attempt to call all numbers assigned to you that are listed under the primary sample first and then go to the extra numbers. If all of the numbers have been tried, return to the beginning of your assigned numbers and repeat the process but count the phone numbers from the bottom to the top of telephone book page.

6. The person you are interviewing must be 16 years or older.

7. If a person mentions Greyhound, Trailways, etc., as the local bus system try to rephrase question #1 so the person understands "local" as compared to an intercity bus line.

8. If a person asks you questions about the bus system do not answer the question as it may influence the rest of their answers. (You may want to tell them that you are a surveyor and not familiar with the transit services in that area.)

9. Please be careful when you are doing the branching questions. Do not skip questions that need to be asked or ask questions that should not be asked.

10. Please be polite.

APPENDIX 3

Sample Size Selection Method

In order that normal approximations be valid, we wished to have at least 40 respondents for any category of analysis. Assuming beforehand that response answers might be as few as 10 percent for some categories, the sample size for each community was chosen to be 400.

APPENDIX 4

Telephone Survey Questionnaires and Response Frequencies

Following are the pre- and postsurvey forms which were used. The response frequencies are listed on the forms for each question. It would be misleading to use the frequencies to measure changes that occurred as a result of the special marketing projects. Only the regression analyses, which factor out extraneous factors, should be used for this purpose. The response frequencies are useful, however, in providing general information regarding the riding and non-riding public and its attitudes.

PRESURVEY[1]
PUBLIC TRANSIT "INNOVATIVE MARKETING TECHNIQUES"
HARBOR TRANSIT

RESPONDENT: _____

LOCATION: _____

PHONE NUMBER: _____

INTERVIEWER INITIALS: _____ DATE: _____

INSTRUCTIONS TO INTERVIEWERS ALL INSTRUCTIONS TO INTERVIEWERS ARE CAPITALIZED. DO NOT READ THESE THINGS TO THE RESPONDENT. EVERYTHING PRINTED IN this typeface IS TO BE READ TO THE RESPONDENT.
* *

Hello, my name is _____. The Michigan Department of Transportation is conducting a survey to help in planning bus service in the Grand Haven area. Your assistance will be greatly appreciated. The questions will take a few minutes of your time. Is this a convenient time for me to speak with you? IF "YES," CONTINUE. IF "NO," FILL OUT A SEPARATE INFORMATION SHEET AND GO TO THE NEXT RANDOMLY CHOSEN PHONE NUMBER. My first question is:

(DETERMINE WITHOUT ASKING IF RESPONDENT IS: 29.9% MALE, 69.4% FEMALE
NO RESPONSE .7%):

1. Is there a local bus system in the Grand Haven area?

A	90.9%	YES
B	8.1%	NO (IF NO, GO TO QUESTION 23)
C	0.0%	THINK SO
D	1.0%	DON'T KNOW (GO TO QUESTION 23)

2. What is the name of it?

25.9%	HARBOR TRANSIT
22.7%	DIAL-A-RIDE
36.6%	DART
6.0%	OTHER
8.8%	NO RESPONSE

3. Have you personally ridden the bus in the Grand Haven area during the past year?

A	33.1%	YES (IF YES, GO TO 5)
B	58.0%	NO (IF NO, GO TO 4 THEN 7)
C	0.0%	THINK SO (GO TO 5)
D	0.2%	DON'T KNOW (GO TO 4 THEN 7)
	8.6%	NO RESPONSE

[1]The "No Response" categories include missing answers which were a result of the branching of the survey questions.

4. What is the reason why you don't ride the bus?

A	22.2%	DON'T NEED TO, HAVE OTHER TRANSPORTATION
B	5.7%	DOESN'T STOP NEAR ME
C	0.6%	DOESN'T GO WHERE I WANT TO GO
D	0.1%	DOESN'T GO WHEN I WANT TO GO
E	0.2%	TAKES TOO LONG
F	0.1%	COSTS TOO MUCH
G	1.5%	IT'S INCONVENIENT
H	0.2%	IT'S UNRELIABLE
I	0.0%	BUS PASSENGERS
J	0.2%	JUST NEVER THOUGHT ABOUT IT OR GOT AROUND TO IT
K	1.1%	OTHER (SPECIFY _____)
	67.9%	NO RESPONSE

5. How often do you ride the bus?

A	14.8%	YEARLY
B	9.4%	MONTHLY
C	4.9%	WEEKLY (1 TO 3 DAYS PER WEEK)
D	1.7%	DAILY (4 TO 7 DAYS PER WEEK)
E	1.0%	OTHER
	68.1%	NO RESPONSE

6. For what purpose(s) do you use the bus service?

A	1.4%	WORK
B	2.1%	PERSONAL BUSINESS
C	3.0%	SHOPPING
D	1.1%	SCHOOL
E	3.1%	VISITS OR RECREATION
F	1.1%	MEDICAL
G	3.3%	WHEN I DON'T HAVE A CAR/WHEN CAR IS IN GARAGE
H	0.7%	OTHER (SPECIFY _____)
	84.2%	NO RESPONSE

7. Does the bus system provide services for elderly people?

A	87.4%	YES
B	1.0%	NO
C	1.5%	THINK SO
D	1.5%	DON'T KNOW
	8.6%	NO RESPONSE

8. Does the bus system provide services for handicappers?

A	84.0%	YES
B	1.2%	NO
C	3.5%	THINK SO
D	2.7%	DON'T KNOW
	8.6%	NO RESPONSE

9. Do you know how much it costs to ride the bus?

A	48.1%	YES
B	27.2%	NO (GO TO 11)
C	16.0%	THINK SO
D	0.0%	OTHER (GO TO 11)
	8.6%	NO RESPONSE

10. Do you think the cost is:
(MENTION CHOICES A THROUGH C)

A	5.9%	too much
B	2.2%	not enough
C	53.3%	just right
D	3.5%	DON'T KNOW
E	0.0%	OTHER
	35.1%	NO RESPONSE

11. Does the bus system serve the areas to which you most frequently travel?

A	65.4%	YES
B	15.1%	NO
C	7.9%	THINK SO
D	2.2%	DON'T KNOW
	9.4%	NO RESPONSE

12. Do you know how to obtain information about the bus service?

A	74.1%	YES
B	13.6%	NO
C	3.5%	THINK SO
D	0.0%	OTHER
	8.9%	NO RESPONSE

13. Do gasoline prices affect your use of the bus service?

A	11.6%	YES
B	76.8%	NO
C	3.0%	DON'T KNOW/HAVEN'T THOUGHT ABOUT IT
D	0.0%	OTHER
	8.6%	NO RESPONSE

14. Do you listen to the radio?

A	71.6%	YES
B	10.4%	NO (GO TO 16)
C	9.4%	SOMETIMES
D	0.0%	OTHER
	8.6%	NO RESPONSE

15. Have you heard any radio announcements for the bus system?

A	24.7%	YES
B	54.1%	NO
C	1.2%	THINK SO
D	1.5%	DON'T KNOW
E	0.0%	OTHER
	18.5%	NO RESPONSE

16. Do you watch TV?

A	80.0%	YES
B	5.9%	NO (GO TO 18)
C	5.4%	SOMETIMES
D	0.0%	OTHER
	8.6%	NO RESONSE

17. Have you seen any TV announcements for the bus system?

A	14.3%	YES
B	69.4%	NO
C	1.2%	THINK SO
D	1.2%	DON'T KNOW
E	0.0%	OTHER
	13.8%	NO RESPONSE

18. Do you read a local newspaper?

A	75.6%	YES
B	13.6%	NO (GO TO 20)
C	2.0%	SOMETIMES
D	0.0%	OTHER
	8.9%	NO RESPONSE

19. Have you seen any newspaper ads for the bus system?

A	53.1%	YES
B	18.5%	NO
C	2.5%	THINK SO
D	4.0%	DON'T KNOW
D	0.0%	OTHER
	22.0%	NO RESPONSE

20. Are there any other places that you have seen, heard or read advertisements or information about the bus system for example, billboards or news articles?

A	43.0%	YES
B	44.7%	NO (GO TO 22)
C	1.7%	THINK SO
D	1.7%	DON'T KNOW (GO TO 22)
E	0.0%	OTHER (GO TO 22)
	8.9%	NO RESPONSE

21. Where?

A	2.6%	BILLBOARDS
B	1.0%	BULLETIN BOARDS
C	1.8%	DISPLAYS, SCHEDULE RACKS
D	6.0%	NEWS ARTICLES
E	1.1%	AD FOR STORES/INSTITUTIONS WHICH MENTION THAT THEY CAN BE REACHED BY BUS
F	4.1%	ON BOARD BUS ADVERTISING
G	0.6%	WORD OF MOUTH
H	1.5%	OTHER (SPECIFY _____)
	81.5%	NO RESPONSE

22. What would be the most effective way to inform you about the bus system?

5.4%	RADIO
5.4%	TV
1.5%	MAIL
14.2%	PAPER
0.8%	SIGNS
2.2%	OTHER
0.8%	SIGNS ON BUSES
69.7%	NO RESPONSE

23. What is your usual means of transportation?

A	46.4%	CAR
B	1.7%	BUS
C	0.0%	TAXI
D	1.6%	FRIENDS OR RELATIVES TAKE ME
E	1.7%	BIKE, MOTORCYCLE
F	0.0%	SENIOR CITIZEN'S OR HANDICAPPER VAN
G	1.5%	USUALLY WALK
H	0.2%	I GO A VARIETY OF WAYS
I	0.0%	CARPOOL/VANPOOL
J	0.0%	OTHER
	46.9%	NO RESPONSE

24. Is a vehicle normally available for your use?

A	90.4%	YES
B	5.9%	NO
C	3.2%	SOMETIMES
D	0.0%	OTHER
	0.5%	NO RESPONSE

25. Which of these age groups are you in?
(READ CHOICES A THROUGH F)

A 7.9% between 16 and 19 years
B 20.5% between 20 and 29 years
C 22.2% between 30 and 39 years
D 13.1% between 40 and 49 years
E 11.9% between 50 and 59 years
F 24.0% 60 years or over
G 0.5% NO RESPONSE

26. Is there anyone in your household that has a handicap? (IF YES, ASK IF THE HANDICAPPER IS THE RESPONDENT OR ANOTHER MEMBER OF THE HOUSEHOLD.)

A 2.2% THE RESPONDENT
B 4.9% OTHER HOUSEHOLD MEMBER
C 92.6% NO (GO TO 28)
D 0.2% NO RESPONSE (GO TO 28)

27. Does the handicap limit mobility?

A 5.4% YES
B 1.7% NO
C 0.0% OTHER
D 92.8% NO RESPONSE

28. What is your occupation? (WRITE DESCRIPTION IF YOU ARE NOT SURE OF THE APPROPRIATE CATEGORY AND IT WILL BE CHECKED AT A LATER TIME.)

_____

A 5.7% GENERAL OFFICE/CLERICAL
B 1.2% MANAGEMENT
C 1.0% GOVERNMENT
D 0.2% UNIVERSITY
E 2.7% PROPRIETOR
F 14.1% PROFESSIONAL
G 3.7% SALES
H 9.1% SKILLED/SEMI-SKILLED
I 1.0% TECHNICAL
J 6.2% SERVICE WORKER
K 2.5% UNSKILLED LABOR
L 6.9% HIGH SCHOOL OR COLLEGE STUDENT
M 22.0% HOMEMAKER
N 15.3% RETIRED
O 7.2% NOT EMPLOYED
P 0.7% OTHER
Q 0.5% NO RESPONSE

That was my last question . . . thank you so much for your time! Good-bye!

POSTSURVEY
PUBLIC TRANSIT "INNOVATIVE MARKETING TECHNIQUES"
HARBOR TRANSIT

RESPONDENT: _____

LOCATION: _____

PHONE NUMBER: _____

INTERVIEWER INITIALS: _____ DATE: _____

INSTRUCTIONS TO INTERVIEWERS ALL INSTRUCTIONS TO INTERVIEWERS ARE CAPITALIZED. DO NOT READ THESE THINGS TO THE RESPONDENT. EVERYTHING PRINTED IN this typeface IS TO BE READ TO THE RESPONDENT.

* *

Hello, my name is _____. The Michigan Department of Transportation is conducting a survey to help in planning bus service in the Grand Haven area. Your assistance will be greatly appreciated. The questions will take a few minutes of your time. Is this a convenient time for me to speak with you? IF "YES," CONTINUE. IF "NO," FILL OUT A SEPARATE INFORMATION SHEET AND GO TO THE NEXT RANDOMLY CHOSEN PHONE NUMBER. My first question is:

(DETERMINE WITHOUT ASKING IF RESPONDENT IS: 31.9% MALE, 66.7% FEMALE):
1.4% NO RESPONSE

1. Is there a local bus system in the Grand Haven area?

1	91.4%	YES
2	4.1%	NO (IF NO, GO TO QUESTION 23)
3	1.2%	THINK SO
4	2.9%	DON'T KNOW (GO TO QUESTION 23)
	0.5%	NO RESPONSE

2. What is the name of it?

32.5%	HARBOR TRANSIT
32.1%	DIAL-A-RIDE
15.3%	DART
5.1%	OTHER
8.1%	DON'T KNOW
6.9%	NO RESPONSE

3. Have you personally ridden the bus in the Grand Haven area during the past year?

1	33.6%	YES (IF YES, GO TO 5)
2	58.3%	NO (IF NO, GO TO 4 THEN 7)
3	0.5%	THINK SO (GO TO 5)
4	0.0%	DON'T KNOW (GO TO 4 THEN 7)
	7.7%	NO RESPONSE

4. What is the reason why you don't ride the bus?

1	24.2%	DON'T NEED TO, HAVE OTHER TRANSPORTATION
2	1.9%	DOESN'T STOP NEAR ME
3	0.7%	DOESN'T GO WHERE I WANT TO GO
4	0.1%	DOESN'T GO WHEN I WANT TO GO
5	0.1%	TAKES TOO LONG
6	0.0%	COSTS TOO MUCH
7	0.4%	IT'S INCONVENIENT
8	0.2%	IT'S UNRELIABLE
9	0.0%	BUS PASSENGERS
10	0.2%	JUST NEVER THOUGHT ABOUT IT OR GOT AROUND TO IT
11	1.8%	OTHER (SPECIFY _____)
	70.2%	NO RESPONSE

5. How often do you ride the bus?

1	18.7%	YEARLY
2	9.6%	MONTHLY
3	3.8%	WEEKLY (1 TO 3 DAYS PER WEEK)
4	0.5%	DAILY (4 TO 7 DAYS PER WEEK)
5	1.9%	OTHER
	65.5%	NO RESPONSE

6. For what purpose(s) do you use the bus service?

1	0.6%	WORK
2	2.0%	PERSONAL BUSINESS
3	2.3%	SHOPPING
4	0.4%	SCHOOL
5	0.9%	VISITS OR RECREATION
6	2.1%	MEDICAL
7	4.3%	WHEN I DON'T HAVE A CAR/WHEN CAR IS IN GARAGE
8	0.3%	OTHER (SPECIFY _____)
	87.1%	NO RESPONSE

A. Over the past year, have you ridden the bus:
(READ CHOICES 1 THROUGH 3)

1	6.2%	More frequently (GO TO B, THEN 7)
2	13.4%	About the same (GO TO 7)
3	12.2%	Less frequently (GO TO C)
4	1.2%	DON'T KNOW (GO TO 7)
	66.9%	NO RESPONSE

B. Why have you ridden more frequently?

1	0.1%	MORE KNOWLEDGEABLE ABOUT BUS SERVICES
2	0.1%	IMPROVEMENT IN BUS SERVICE
3	0.5%	CHANGE IN OVERALL TRAVEL NEEDS (WHERE/WHEN/WHY)
4	0.3%	GENERAL DECREASE IN OTHER TRANSPORTATION MEANS
5	0.2%	MORE FREQUENT TEMPORARY LOSS OF OTHER TRANSPORTATION MEANS (I.E., INCREASE IN CAR REPAIRS, ETC.)
6	0.2%	ECONOMIC REASONS
7	0.2%	THE WEATHER
8	0.4%	OTHER (SPECIFY_____)
	98.0%	NO RESPONSE

C. Why have you ridden less frequently?

1	1.7%	BOUGHT A CAR/MOTORCYCLE/ETC.
2	0.1%	JOINED CARPOOL/VANPOOL
3	0.1%	CHANGES IN BUS SERVICE (HOURS/ROUTES/ETC.)
4	0.6%	CHANGE IN MY TRAVEL NEEDS (WHERE/WHEN/WHY)
5	0.2%	TAKES TOO LONG
6	0.2%	DETERIORATION OF BUS SERVICE (UNRELIABLE, ETC.)
7	0.0%	THE WEATHER
8	0.0%	BUS PASSENGERS
9	1.0%	OTHER (SPECIFY_____)
	96.2%	NO RESPONSE

7. Does the bus system provide services for elderly people?

1	83.9%	YES
2	1.0%	NO
3	4.8%	THINK SO
4	3.4%	DON'T KNOW
	7.0%	NO RESPONSE

8. Does the bus system provide services for handicappers?

1	80.8%	YES
2	1.0%	NO
3	5.8%	THINK SO
4	5.5%	DON'T KNOW
	7.0%	NO RESPONSE

9. Do you know how much it costs to ride the bus?

1	42.0%	YES
2	20.9%	NO (GO TO 11)
3	30.2%	THINK SO
	7.0%	NO RESPONSE

10. Do you think the cost is:
(MENTION CHOICES 1 THROUGH 3)

1	4.1%	Too much
2	1.9%	Not enough
3	62.8%	Just right
4	3.6%	DON'T KNOW
	27.6%	NO RESPONSE

11. Does the bus system serve the areas to which you most frequently travel?

1	77.2%	YES
2	8.2%	NO
3	4.1%	THINK SO
4	3.4%	DON'T KNOW
	7.2%	NO RESPONSE

12. Do you know how to obtain information about the bus service?

1	78.4%	YES
2	11.5%	NO
3	3.1%	THINK SO
	7.0%	NO RESPONSE

13. Do gasoline prices affect your use of the bus service?

1	7.0%	YES
2	80.6%	NO
3	5.5%	DON'T KNOW/HAVEN'T THOUGHT ABOUT IT
	7.0%	NO RESPONSE

14. Do you listen to the radio?

1	72.9%	YES
2	8.2%	NO (GO TO 16)
3	12.0%	SOMETIMES
	7.0%	NO RESPONSE

15. Have you heard any radio announcements for the bus system?

1	24.0%	YES
2	54.9%	NO
3	4.3%	THINK SO
4	2.6%	DON'T KNOW
	14.1%	NO RESPONSE

16. Do you watch TV?

1	85.6%	YES
2	1.4%	NO (GO TO 18)
3	6.0%	SOMETIMES
	7.0%	NO RESPONSE

17. Have you seen any TV announcements for the bus system?

1	14.4%	YES
2	72.4%	NO
3	3.4%	THINK SO
4	1.4%	DON'T KNOW
	8.4%	NO RESPONSE

18. Do you read a local newspaper?

1	79.6%	YES
2	9.4%	NO (GO TO 20)
3	3.8%	SOMETIMES
	7.2%	NO RESPONSE

19. Have you seen any newspaper ads for the bus system?

1	59.0%	YES
2	17.7%	NO
3	4.6%	THINK SO
4	3.1%	DON'T KNOW
	15.6%	NO RESPONSE

20. Are there any other places that you have seen, heard or read advertisements or information about the bus system for example, billboards or news articles?

1	36.0%	YES
2	51.3%	NO (GO TO 22)
3	2.6%	THINK SO
4	2.6%	DON'T KNOW (GO TO 22)
	7.4%	NO RESPONSE

21. Where?

1	2.2%	BILLBOARDS
2	1.4%	BULLETIN BOARDS
3	1.9%	DISPLAYS, SCHEDULE RACKS
4	3.0%	NEWS ARTICLES
5	0.3%	AD FOR STORES/INSTITUTIONS WHICH MENTION THAT THEY CAN BE REACHED BY BUS
6	3.1%	ON BOARD BUS ADVERTISING
7	0.5%	WORD OF MOUTH
8	3.1%	OTHER (SPECIFY _____)
	84.5%	NO RESPONSE

22. What would be the most effective way to inform you about the bus system?

69.4%	NO RESPONSE
5.4%	RADIO
4.7%	TV
1.9%	MAIL
14.2%	PAPER
0.4%	SIGNS
3.0%	OTHER
1.0%	SIGNS ON BUS

23. What is your usual means of transportation?

1	45.5%	CAR
2	1.9%	BUS
3	0.0%	TAXI
4	1.3%	FRIENDS OR RELATIVES TAKE ME
5	0.6%	BIKE, MOTORCYCLE
6	0.0%	SENIOR CITIZEN'S OR HANDICAPPER VAN
7	2.4%	USUALLY WALK
8	0.4%	I GO A VARIETY OF WAYS
9	0.0%	CARPOOL/VANPOOL
	48.0%	NO RESPONSE

24. Is a vehicle normally available for your use?

1	88.7%	YES
2	6.2%	NO
3	3.8%	SOMETIMES
	1.2%	NO RESPONSE

25. Which of these age groups are you in?
(READ CHOICES 1 THROUGH 6)

1	9.1%	Between 16 and 19 years
2	18.2%	Between 20 and 29 years
3	18.9%	Between 30 and 39 years
4	11.0%	Between 40 and 49 years
5	12.9%	Between 50 and 59 years
6	29.7%	60 years or over
7	0.0%	NO RESPONSE

26. Is there anyone in your household that has a handicap? (IF YES, ASK IF THE HANDICAPPER IS THE RESPONDENT OR ANOTHER MEMBER OF THE HOUSEHOLD.)

1	4.6%	THE RESPONDENT
2	2.4%	OTHER HOUSEHOLD MEMBER
3	93.0%	NO (GO TO 28)
4	0.0%	NO RESPONSE (GO TO 28)

27. Does the handicap limit mobility?

1	5.3%	YES
2	2.2%	NO
3	92.6%	NO RESPONSE

28. What is your occupation? (WRITE DESCRIPTION IF YOU ARE NOT SURE OF THE APPROPRIATE CATEGORY AND IT WILL BE CHECKED AT A LATER TIME.)

1	4.3%	GENERAL OFFICE/CLERICAL
2	2.2%	MANAGEMENT
3	0.5%	GOVERNMENT
4	0.0%	UNIVERSITY
5	5.0%	PROPRIETOR
6	10.3%	PROFESSIONAL
7	3.1%	SALES
8	6.7%	SKILLED/SEMI-SKILLED
9	1.9%	TECHNICAL
10	5.3%	SERVICE WORKER
11	3.6%	UNSKILLED LABOR
12	6.7%	HIGH SCHOOL OR COLLEGE STUDENT
13	24.7%	HOMEMAKER
14	20.4%	RETIRED
15	4.8%	NOT EMPLOYED
16	0.0%	OTHER
17	0.5%	NO RESPONSE

That was my last question . . . thank you so much for your time! Good-bye!

PRESURVEY
PUBLIC TRANSIT "INNOVATIVE MARKETING TECHNIQUES"
ISABELLA COUNTY TRANSPORTATION COMMISSION

RESPONDENT: _____

LOCATION: _____

PHONE NUMBER: _____

INTERVIEWER INITIALS: _____ DATE: _____

INSTRUCTIONS TO INTERVIEWERS ALL INSTRUCTIONS TO INTERVIEWERS ARE CAPITALIZED. DO NOT READ THESE THINGS TO THE RESPONDENT. EVERYTHING PRINTED IN this typeface IS TO BE READ TO THE RESPONDENT.
* *

Hello, my name is _____. The Michigan Department of Transportation is conducting a survey to help in planning bus service in Isabella County. Your assistance will be greatly appreciated. The questions will take a few minutes of your time. Is this a convenient time for me to speak with you? IF "YES," CONTINUE. IF "NO," FILL OUT A SEPARATE INFORMATION SHEET AND GO ON TO THE NEXT RANDOMLY CHOSEN PHONE NUMBER. My first question is:

(DETERMINE WITHOUT ASKING IF RESPONDENT IS: 36.8% MALE, 60.4% FEMALE):
2.8% NO RESPONSE

1. Is there a local bus system in Isabella County?

A	82.5%	YES
B	6.2%	NO (IF NO, GO TO QUESTION 26)
C	5.4%	THINK SO
D	5.9%	DON'T KNOW (GO TO QUESTION 26)

2. What is the name of it?

12.8%	ICTC
34.1%	DIAL-A-RIDE
7.8%	ISABELLA COUNTY TRANSPORTATION
3.8%	VAN TRAM
5.2%	OTHER
23.8%	DON'T KNOW
12.5%	NO RESPONSE

3. Have you personally ridden the bus in Isabella County during the past year?

A	21.6%	YES (IF YES, GO TO 5)
B	66.1%	NO (IF NO, GO TO 4 THEN 7)
C	0.3%	THINK SO (GO TO 5)
D	0.0%	DON'T KNOW (GO TO 4 THEN 7)
	12.1%	NO RESPONSE

4. What is the reason why you don't ride the bus?

A	26.4%	DON'T NEED TO, HAVE OTHER TRANSPORTATION
B	1.1%	DOESN'T STOP NEAR ME
C	0.8%	DOESN'T GO WHERE I WANT TO GO
D	0.4%	DOESN'T GO WHEN I WANT TO GO
E	0.3%	TAKES TOO LONG
F	0.6%	COSTS TOO MUCH
G	1.5%	IT'S INCONVENIENT
H	0.3%	IT'S UNRELIABLE
I	0.0%	BUS PASSENGERS
J	0.3%	JUST NEVER THOUGHT ABOUT IT OR GOT AROUND TO IT
K	4.6%	OTHER (SPECIFY _____)
	66.2%	NO RESPONSE

5. How often do you ride the bus?

A	7.7%	YEARLY
B	6.2%	MONTHLY
C	2.1%	WEEKLY (1 TO 3 DAYS PER WEEK)
D	2.3%	DAILY (4 TO 7 DAYS PER WEEK)
E	3.1%	OTHER
	78.7%	NO RESPONSE

6. For what purpose(s) do you use the bus service?

A	1.3%	WORK
B	1.3%	PERSONAL BUSINESS
C	2.1%	SHOPPING
D	0.8%	SCHOOL
E	0.6%	VISITS OR RECREATION
F	1.3%	MEDICAL
G	1.2%	WHEN I DON'T HAVE A CAR/WHEN CAR IS IN GARAGE
H	0.2%	OTHER (SPECIFY _____)
	91.4%	NO RESPONSE

7. Does the bus system provide services for elderly people?

A	72.0%	YES
B	0.8%	NO
C	6.4%	THINK SO
D	8.7%	DON'T KNOW
	12.1%	NO RESPONSE

8. Does the bus system provide services for handicappers?

A	70.4%	YES
B	0.5%	NO
C	8.5%	THINK SO
D	8.5%	DON'T KNOW
	12.1%	NO RESPONSE

9. Do you know how much it costs to ride the bus?

A	32.4%	YES
B	42.4%	NO (GO TO 11)
C	13.1%	THINK SO
D	0.0%	OTHER (GO TO 11)
	12.1%	NO RESPONSE

10. Do you think the cost is: (MENTION CHOICES A THROUGH C)

A	5.1%	too much
B	3.3%	not enough
C	33.4%	just right
D	3.3%	DON'T KNOW
E	0.0%	OTHER
	54.8%	NO RESPONSE

11. Does the bus system serve the areas to which you most frequently travel?

A	65.8%	YES
B	5.9%	NO
C	7.7%	THINK SO
D	8.0%	DON'T KNOW
	12.6%	NO RESPONSE

12. Do you know how to obtain information about the bus service?

A	60.2%	YES
B	20.3%	NO
C	7.5%	THINK SO
D	0.0%	OTHER
	12.1%	NO RESPONSE

13. Do gasoline prices affect your use of the bus service?

A	10.5%	YES
B	70.7%	NO
C	6.2%	DON'T KNOW/HAVEN'T THOUGHT ABOUT IT
D	0.0%	OTHER
	12.6%	NO RESPONSE

14. Do you listen to the radio?

A	76.3%	YES
B	6.2%	NO (GO TO 16)
C	5.4%	SOMETIMES
D	0.0%	OTHER
	12.1%	NO RESPONSE

15. Have you heard any radio announcements for the bus system?

A	27.2%	YES
B	46.0%	NO
C	4.4%	THINK SO
D	4.4%	DON'T KNOW
E	0.0%	OTHER
	18.0%	NO RESPONSE

16. Do you watch TV?

A	79.9%	YES
B	4.1%	NO (GO TO 18)
C	3.9%	SOMETIMES
D	0.0%	OTHER
	12.1%	NO RESPONSE

17. Have you seen any TV announcements for the bus system?

A	8.2%	YES
B	70.7%	NO
C	2.1%	THINK SO
D	2.8%	DON'T KNOW
E	0.0%	OTHER
	16.2%	NO RESPONSE

18. Do you read a local newspaper?

A	64.8%	YES
B	18.0%	NO (GO TO 20)
C	4.9%	SOMETIMES
D	0.3%	OTHER
	12.1%	NO RESPONSE

19. Have you seen any newspaper ads for the bus system?

A	32.1%	YES
B	30.3%	NO
C	3.9%	THINK SO
D	4.9%	DON'T KNOW
E	0.0%	OTHER
	28.8%	NO RESPONSE

20. Have you seen any maps of the bus routes with advertisements of local businesses printed on them?

A	37.3%	YES
B	42.7%	NO
C	2.8%	THINK SO
D	4.4%	DON'T KNOW
E	0.0%	OTHER
	12.6%	NO RESPONSE

21. Do local businesses promote the bus system in any other ways?

A	14.7%	YES
B	24.4%	NO
C	4.1%	THINK SO
D	44.2%	DON'T KNOW
E	0.0%	OTHER
	12.6%	NO RESPONSE

22. Are elementary school students in Isabella County being informed about the bus system in the classroom?

A	7.2%	YES
B	6.8%	NO
C	2.9%	THINK SO
D	70.8%	DON'T KNOW
E	0.0%	OTHER
	12.3%	NO RESPONSE

23. Are there any other places that you have seen, heard or read advertisements or information about the transit system for example, billboards or news articles?

A	30.8%	YES
B	46.8%	NO (GO TO 25)
C	2.8%	THINK SO
D	6.4%	DON'T KNOW (GO TO 25)
E	0.0%	OTHER
	13.1%	NO RESPONSE

24. Where?

A	2.7%	BILLBOARDS
B	1.3%	BULLETIN BOARDS
C	1.1%	DISPLAYS, SCHEDULE RACKS
D	2.5%	NEWS ARTICLES
E	0.5%	AD FOR STORES/INSTITUTIONS WHICH MENTION THAT THEY CAN BE REACHED BY BUS
F	0.8%	ON BOARD BUS ADVERTISING
G	0.1%	WORD OF MOUTH
H	2.8%	OTHER (SPECIFY _____)
	88.2%	NO RESPONSE

25. What would be the most effective way to inform you about the bus system?

76.2%	NO RESPONSE
5.5%	RADIO
2.3%	TV
3.7%	MAIL
6.8%	PAPER
1.2%	SIGNS
4.4%	OTHER

26. What is your usual means of transportation?

A	80.1%	CAR
B	6.3%	BUS
C	2.1%	TAXI
D	0.8%	FRIENDS OR RELATIVES TAKE ME
E	0.5%	BIKE, MOTORCYCLE
F	0.1%	SENIOR CITIZEN'S OR HANDICAPPER VAN
G	8.4%	USUALLY WALK
H	0.9%	I GO A VARIETY OF WAYS
I	0.0%	CARPOOL/VANPOOL
J	0.0%	OTHER (SPECIFY _____)
	0.9%	NO RESPONSE

27. Is a vehicle normally available for your use?

A	85.1%	YES
B	10.3%	NO
C	4.4%	SOMETIMES
D	0.0%	OTHER
	0.3%	NO RESPONSE

28. Which of these age groups are you in?
(READ CHOICES A THROUGH F)

A	11.6%	between 16 and 19 years
B	38.6%	between 20 and 29 years
C	14.4%	between 30 and 39 years
D	9.5%	between 40 and 49 years
E	9.3%	between 50 and 59 years
F	16.2%	60 years or over
G	0.5%	NO RESPONSE

29. Is there anyone in your household that has a handicap? (IF YES, ASK IF THE HANDICAPPER IS THE RESPONDENT OR ANOTHER MEMBER OF THE HOUSEHOLD.)

A	2.1%	THE RESPONDENT
B	1.8%	OTHER HOUSEHOLD MEMBER
C	95.6%	NO (GO TO 31)
D	0.6%	NO RESPONSE (GO TO 31)

30. Does the handicap limit mobility?

A	1.8%	YES
B	2.3%	NO
C	0.0%	OTHER
D	95.9%	NO RESPONSE

31. What is your occupation? (WRITE DESCRIPTION IF YOU ARE NOT SURE OF THE APPROPRIATE CATEGORY AND IT WILL BE CHECKED AT A LATER TIME.)

A	1.8%	GENERAL OFFICE/CLERICAL
B	1.8%	MANAGEMENT
C	0.5%	GOVERNMENT
D	1.0%	UNIVERSITY
E	1.3%	PROPRIETOR
F	10.3%	PROFESSIONAL
G	3.3%	SALES
H	5.9%	SKILLED/SEMI-SKILLED
I	0.0%	TECHNICAL
J	3.6%	SERVICE WORKER
K	2.8%	UNSKILLED LABOR
L	34.2%	HIGH SCHOOL OR COLLEGE STUDENT
M	13.6%	HOMEMAKER
N	13.1%	RETIRED
O	3.9%	NOT EMPLOYED
P	2.3%	OTHER
Q	0.5%	NO RESPONSE

That was my last question . . . thank you so much for your time! Good-bye!

POSTSURVEY
PUBLIC TRANSIT "INNOVATIVE MARKETING TECHNIQUES"
ISABELLA COUNTY TRANSPORTATION COMMISSION

RESPONDENT: _____

LOCATION: _____

PHONE NUMBER: _____

INTERVIEWER INITIALS: _____ DATE: _____

INSTRUCTIONS TO INTERVIEWERS ALL INSTRUCTIONS TO INTERVIEWERS ARE CAPITALIZED. DO NOT READ THESE THINGS TO THE RESPONDENT. EVERYTHING PRINTED IN this typeface IS TO BE READ TO THE RESPONDENT.

* *

Hello, my name is _____. The Michigan Department of Transportation is conducting a survey to help in planning bus service in Isabella County. Your assistance will be greatly appreciated. The questions will take a few minutes of your time. Is this a convenient time for me to speak with you? IF "YES," CONTINUE. IF "NO," FILL OUT A SEPARATE INFORMATION SHEET AND GO TO THE NEXT RANDOMLY CHOSEN PHONE NUMBER. My first question is:

(DETERMINE WITHOUT ASKING IF RESPONDENT IS: 32.5% MALE, 67.0% FEMALE):
0.5% NO RESPONSE

1. Is there a local bus system in Isabella County?

1	82.3%	YES
2	6.3%	NO (IF NO, GO TO QUESTION 26)
3	4.3%	THINK SO
4	6.8%	DON'T KNOW (GO TO QUESTION 26)
	0.5%	NO RESPONSE

2. What is the name of it?

21.8%	ICTC
31.5%	Dial-A-Ride
10.9%	OTHER
22.0%	DON'T KNOW
13.8%	NO RESPONSE

3. Have you personally ridden the bus in Isabella County during the past year?

1	17.8%	YES (IF YES, GO TO 5)
2	67.8%	NO (IF NO, GO TO 4 THEN 7)
3	0.3%	THINK SO (GO TO 5)
4	0.5%	DON'T KNOW (GO TO 4 THEN 7)
	13.8%	NO RESPONSE

4. What is the reason why you don't ride the bus?

1	29.4%	DON'T NEED TO, HAVE OTHER TRANSPORTATION
2	0.1%	DOESN'T STOP NEAR ME
3	0.5%	DOESN'T GO WHERE I WANT TO GO
4	0.6%	DOESN'T GO WHEN I WANT TO GO
5	0.1%	TAKES TOO LONG
6	0.3%	COSTS TOO MUCH
7	1.1%	IT'S INCONVENIENT
8	0.0%	IT'S UNRELIABLE
9	0.0%	BUS PASSENGERS
10	1.0%	JUST NEVER THOUGHT ABOUT IT OR GOT AROUND TO IT
11	1.6%	OTHER (SPECIFY _____)
	65.3%	NO RESPONSE

5. How often do you ride the bus?

1	7.5%	YEARLY
2	2.5%	MONTHLY
3	1.3%	WEEKLY (1 TO 3 DAYS PER WEEK)
4	1.3%	DAILY (4 TO 7 DAYS PER WEEK)
5	5.5%	OTHER
	82.0%	NO RESPONSE

6. For what purpose(s) do you use the bus service?

1	0.3%	WORK
2	0.8%	PERSONAL BUSINESS
3	1.4%	SHOPPING
4	0.7%	SCHOOL
5	0.5%	VISITS OR RECREATION
6	0.8%	MEDICAL
7	2.2%	WHEN I DON'T HAVE A CAR/WHEN CAR IS IN GARAGE
8	0.6%	OTHER (SPECIFY _____)
	92.8%	NO RESPONSE

A. Over the past year, have you ridden the bus:
(READ CHOICES 1 THROUGH 3)

1	3.7%	More frequently (GO TO B, THEN 7)
2	6.5%	About the same (GO TO 7)
3	4.5%	Less frequently (GO TO C)
4	1.5%	DON'T KNOW (GO TO 7)
	83.8%	NO RESPONSE

B. Why have you ridden more frequently?

1	0.3%	MORE KNOWLEDGEABLE ABOUT BUS SERVICES
2	0.0%	IMPROVEMENT IN BUS SERVICE
3	0.2%	CHANGE IN OVERALL TRAVEL NEEDS (WHERE/WHEN/WHY)
4	0.1%	GENERAL DECREASE IN OTHER TRANSPORTATION MEANS
5	0.2%	MORE FREQUENT TEMPORARY LOSS OF OTHER TRANSPORTATION MEANS (I.E., INCREASE IN CAR REPAIRS, ETC.)
6	0.0%	ECONOMIC REASONS
7	0.1%	THE WEATHER
8	0.3%	OTHER (SPECIFY_____)
	98.8%	NO RESPONSE

C. Why have you ridden less frequently?

1	0.8%	BOUGHT A CAR/MOTORCYCLE/ETC.
2	0.0%	JOINED CARPOOL/VANPOOL
3	0.0%	CHANGES IN BUS SERVICE (HOURS/ROUTES/ETC.)
4	0.4%	CHANGE IN MY TRAVEL NEEDS (WHERE/WHEN/WHY)
5	0.1%	TAKES TOO LONG
6	0.1%	DETERIORATION OF BUS SERVICE (UNRELIABLE, ETC.)
7	0.0%	THE WEATHER
8	0.0%	BUS PASSENGERS
9	0.3%	OTHER (SPECIFY_____)
	98.3%	NO RESPONSE

7. Does the bus system provide services for elderly people?

1	72.8%	YES
2	1.3%	NO
3	7.5%	THINK SO
4	5.0%	DON'T KNOW
	13.5%	NO RESPONSE

8. Does the bus system provide services for handicappers?

1	68.0%	YES
2	1.5%	NO
3	7.3%	THINK SO
4	9.8%	DON'T KNOW
	13.5%	NO RESPONSE

9. Do you know how much it costs to ride the bus?

1	27.0%	YES
2	40.5%	NO (GO TO 11)
3	19.0%	THINK SO
	13.5%	NO RESPONSE

10. Do you think the cost is:
(MENTION CHOICES 1 THROUGH 3)

1	4.3%	Too much
2	2.5%	Not enough
3	33.5%	Just right
4	6.3%	DON'T KNOW
	53.5%	NO RESPONSE

11. Does the bus system serve the areas to which you most frequently travel?

1	67.0%	YES
2	3.7%	NO
3	8.3%	THINK SO
4	7.5%	DON'T KNOW
	13.5%	NO RESPONSE

12. Do you know how to obtain information about the bus service?

1	59.3%	YES
2	20.0%	NO
3	7.3%	THINK SO
	13.5%	NO RESPONSE

13. Do gasoline prices affect your use of the bus service?

1	8.3%	YES
2	70.5%	NO
3	7.8%	DON'T KNOW/HAVEN'T THOUGHT ABOUT IT
	13.5%	NO RESPONSE

14. Do you listen to the radio?

1	73.5%	YES
2	6.3%	NO (GO TO 16)
3	6.8%	SOMETIMES
	13.5%	NO RESPONSE

15. Have you heard any radio announcements for the bus system?

1	40.0%	YES
2	31.3%	NO
3	4.3%	THINK SO
4	5.3%	DON'T KNOW
	19.2%	NO RESPONSE

16. Do you watch TV?

1	78.5%	YES
2	3.5%	NO (GO TO 18)
3	4.5%	SOMETIMES
	13.5%	NO RESPONSE

17. Have you seen any TV announcements for the bus system?

1	15.3%	YES
2	63.3%	NO
3	0.8%	THINK SO
4	3.7%	DON'T KNOW
	17.0%	NO RESPONSE

18. Do you read a local newspaper?

1	62.3%	YES
2	17.5%	NO (GO TO 20)
3	6.8%	SOMETIMES
	13.5%	NO RESPONSE

19. Have you seen any newspaper ads for the bus system?

1	36.5%	YES
2	25.0%	NO
3	4.3%	THINK SO
4	5.7%	DON'T KNOW
	28.5%	NO RESPONSE

20. Have you seen any maps of the bus routes with advertisements of local businesses printed on them?

1	36.8%	YES
2	41.3%	NO
3	4.0%	THINK SO
4	4.5%	DON'T KNOW
	13.5%	NO RESPONSE

21. Do local businesses promote the bus system in any other ways?

1	17.8%	YES
2	21.3%	NO
3	5.7%	THINK SO
4	41.3%	DON'T KNOW
	14.0%	NO RESPONSE

22. Are elementary school students in Isabella County being informed about the bus system in the classroom?

1	5.3%	YES
2	11.5%	NO
3	2.3%	THINK SO
4	67.0%	DON'T KNOW
	14.0%	NO RESPONSE

23. Are there any other places that you have seen, heard or read advertisements or information about the transit system for example, billboards or news articles?

1	30.8%	YES
2	44.2%	NO (GO TO 25)
3	3.3%	THINK SO
4	7.8%	DON'T KNOW (GO TO 25)
	14.0%	NO RESPONSE

24. Where?

1	3.8%	BILLBOARDS
2	1.1%	BULLETIN BOARDS
3	0.5%	DISPLAYS, SCHEDULE RACKS
4	2.4%	NEWS ARTICLES
5	0.6%	AD FOR STORES/INSTITUTIONS WHICH MENTION THAT THEY CAN BE REACHED BY BUS
6	2.1%	ON BOARD BUS ADVERTISING
7	0.3%	WORD OF MOUTH
8	2.1%	OTHER (SPECIFY _____)
	87.2%	NO RESPONSE

25. What would be the most effective way to inform you about the bus system?

71.2%	NO RESPONSE
7.5%	RADIO
2.8%	TV
3.5%	MAIL
7.7%	PAPER
1.3%	SIGNS
5.6%	OTHER
0.4%	SIGNS ON BUS

26. What is your usual means of transportation?

1	42.8%	CAR
2	0.5%	BUS
3	0.0%	TAXI
4	1.6%	FRIENDS OR RELATIVES TAKE ME
5	1.8%	BIKE, MOTORCYCLE
6	0.3%	SENIOR CITIZEN'S OR HANDICAPPER VAN
7	4.9%	USUALLY WALK
8	0.3%	I GO A VARIETY OF WAYS
9	0.0%	CARPOOL/VANPOOL
	47.9%	NO RESPONSE

27. Is a vehicle normally available for your use?

1	89.5%	YES
2	6.5%	NO
3	3.3%	SOMETIMES
	0.8%	NO RESPONSE

28. Which of these age groups are you in?
(READ CHOICES 1 THROUGH 6)

1	6.5%	between 16 and 19 years
2	38.5%	between 20 and 29 years
3	17.3%	between 30 and 39 years
4	11.3%	between 40 and 49 years
5	8.8%	between 50 and 59 years
6	17.5%	60 years or over
7	0.3%	NO RESPONSE

29. Is there anyone in your household that has a handicap? (IF YES, ASK IF THE HANDICAPPER IS THE RESPONDENT OR ANOTHER MEMBER OF THE HOUSEHOLD.)

1	2.7%	THE RESPONDENT
2	5.7%	OTHER HOUSEHOLD MEMBER
3	90.0%	NO (GO TO 31)
4	1.6%	NO RESPONSE (GO TO 31)

30. Does the handicap limit mobility?

1	4.5%	YES
2	3.7%	NO
3	91.8%	NO RESPONSE

31. What is your occupation? (WRITE DESCRIPTION IF YOU ARE NOT SURE OF THE APPROPRIATE CATEGORY AND IT WILL BE CHECKED AT A LATER TIME.)

1	6.3%	GENERAL OFFICE/CLERICAL
2	1.8%	MANAGEMENT
3	1.5%	GOVERNMENT
4	1.5%	UNIVERSITY
5	3.0%	PROPRIETOR
6	7.3%	PROFESSIONAL
7	3.3%	SALES
8	4.5%	SKILLED/SEMI-SKILLED
9	1.8%	TECHNICAL
10	4.7%	SERVICE WORKER
11	3.0%	UNSKILLED LABOR
12	29.5%	HIGH SCHOOL OR COLLEGE STUDENT
13	15.7%	HOMEMAKER
14	11.5%	RETIRED
15	3.3%	NOT EMPLOYED
16	0.5%	OTHER
17	1.0%	NO RESPONSE

That was my last question . . . thank you so much for your time! Good-bye!

PRESURVEY
PUBLIC TRANSIT "INNOVATIVE MARKETING TECHNIQUES"
MASS TRANSPORTATION AUTHORITY (FLINT)

RESPONDENT: _____

LOCATION: _____

PHONE NUMBER: _____

INTERVIEWER INITIALS:_____ DATE: _____

INSTRUCTIONS TO INTERVIEWERS ALL INSTRUCTIONS TO INTERVIEWERS ARE CAPITALIZED. DO NOT READ THESE THINGS TO THE RESPONDENT. EVERYTHING PRINTED IN this typeface IS TO BE READ TO THE RESPONDENT.

* *

Hello, my name is _____. The Michigan Department of Transportation is conducting a survey to help in planning bus service in the Flint area. Your assistance will be greatly appreciated. The questions will take a few minutes of your time. Is this a convenient time for me to speak with you? IF "YES," CONTINUE. IF "NO," FILL OUT A SEPARATE INFORMATION SHEET AND GO TO THE NEXT RANDOMLY CHOSEN PHONE NUMBER. My first question is:

(DETERMINE WITHOUT ASKING IF RESPONDENT IS: 31.3% MALE, 68.0% FEMALE
.7% NO RESPONSE):

1. Is there a local bus system in the Flint area?

A	87.6%	YES
B	3.2%	NO (IF NO, GO TO QUESTION)
C	3.4%	THINK SO
D	5.8%	DON'T KNOW (GO TO QUESTION 30)

2. What is the name of it?

45.6%	MTA
2.4%	MASS TRANSIT
11.0%	OTHER
32.3%	DON'T KNOW
8.7%	NO RESPONSE

3. Have you personally ridden the bus in Flint during the past year?

A	19.4%	YES (IF YES, GO TO 5)
B	71.4%	NO (IF NO, GO TO 4 THEN 7)
C	0.5%	THINK SO (GO TO 5)
D	0.0%	DON'T KNOW (GO TO 4 THEN 7)
	8.7%	NO RESPONSE

4. What is the reason why you don't ride the bus?

A	26.6%	DON'T NEED TO, HAVE OTHER TRANSPORTATION
B	5.5%	DOESN'T STOP NEAR ME
C	1.6%	DOESN'T GO WHERE I WANT TO GO
D	0.8%	DOESN'T GO WHEN I WANT TO GO
E	0.1%	TAKES TOO LONG
F	0.1%	COSTS TOO MUCH
G	3.9%	IT'S INCONVENIENT
H	0.0%	IT'S UNRELIABLE
I	0.0%	BUS PASSENGERS
J	0.6%	JUST NEVER THOUGHT ABOUT IT OR GOT AROUND TO IT
K	0.5%	OTHER (SPECIFY _____)
	60.3%	NO RESPONSE

5. How often do you ride the bus?

A	1.8%	YEARLY
B	3.4%	MONTHLY
C	5.1%	WEEKLY (1 TO 3 DAYS PER WEEK)
D	2.2%	DAILY (4 TO 7 DAYS PER WEEK)
E	1.9%	OTHER
	80.6%	NO RESPONSE

6. For what purpose(s) do you use the bus service?

A	0.6%	WORK
B	1.1%	PERSONAL BUSINESS
C	2.9%	SHOPPING
D	0.9%	SCHOOL
E	0.4%	VISITS OR RECREATION
F	0.6%	MEDICAL
G	0.8%	WHEN I DON'T HAVE A CAR/WHEN CAR IS IN GARAGE
H	0.6%	OTHER (SPECIFY _____)
	92.2%	NO RESPONSE

7. Do you find the paint design of the buses make them easier to identify?

A	57.8%	YES
B	6.3%	NO
C	5.1%	THINK SO
D	22.0%	DON'T KNOW
E	0.0%	OTHER
	8.8%	NO RESPONSE

8. Do you find the paint design of the buses generally attractive or not attractive?

A	53.9%	ATTRACTIVE
B	5.8%	NOT ATTRACTIVE
C	29.6%	DON'T KNOW
D	1.9%	OTHER
	8.7%	NO RESPONSE

9. Are you aware of the bus system having received any new buses in the past year?

A	17.0%	YES
B	8.5%	THINK SO
C	65.5%	NO/DON'T KNOW
D	0.0%	OTHER
	9.0%	NO RESPONSE

10. Does the bus system provide services for elderly people?

A	56.6%	YES
B	2.4%	NO
C	14.1%	THINK SO
D	18.2%	DON'T KNOW
	8.7%	NO RESPONSE

11. Does the bus system provide services for handicappers?

A	43.9%	YES
B	4.6%	NO
C	16.0%	THINK SO
D	26.7%	DON'T KNOW
	8.7	NO RESPONSE

12. Are you aware of any informational or educational presentations on the bus service specifically for students, or the elderly and handicappers?

A	7.0%	YES
B	81.6%	NO (GO TO 14)
C	1.9%	THINK SO
D	0.7%	OTHER (GO TO 14)
	8.7%	NO RESPONSE

13. Are the presentations for the (MENTION THE CHOICES)

A	3.9%	students
B	4.2%	elderly and handicapped
	91.9%	NO RESPONSE

14. Do you know how much it costs to ride the bus?

A	25.7%	YES
B	51.5%	NO (GO TO 16)
C	13.8%	THINK SO
D	0.0%	OTHER (GO TO 16)
	9.0%	NO RESPONSE

15. Do you think the cost is:
(MENTION CHOICES A THROUGH C)

A	7.3%	too much
B	1.5%	not enough
C	28.0%	just right
D	2.2%	DON'T KNOW
E	0.0%	OTHER
	61.0	NO RESPONSE

16. How far do you live from the nearest bus route?

A	39.8%	ONE OR TWO BLOCKS
B	10.2%	THREE OR FOUR BLOCKS
C	7.5%	QUARTER MILE TO HALF MILE
D	7.0%	HALF MILE TO ONE MILE
E	21.6%	ONE MILE OR MORE
F	5.1%	DON'T KNOW (GO TO 18)
	8.7%	NO RESPONSE

17. Do you know how often the bus comes by?

A	23.2%	YES
B	39.3%	NO
C	24.4%	THINK SO
D	1.0%	DOESN'T SEEM TO FOLLOW SCHEDULE/IT VARIES
E	0.0%	OTHER
	12.2%	NO RESPONSE

18. Does the bus system serve the areas to which you most frequently travel?

A	51.9%	YES
B	17.5%	NO
C	10.4%	THINK SO
D	11.4%	DON'T KNOW
	8.7%	NO RESPONSE

19. Do you know how to obtain information about the bus service?

A	50.2%	YES
B	30.3%	NO
C	10.4%	THINK SO
D	0.0%	OTHER
	9.0%	NO RESPONSE

20. Do gas prices affect your use of the bus service?

A	10.6%	YES
B	73.3%	NO
C	7.2%	DON'T KNOW/HAVEN'T THOUGHT ABOUT IT
D	0.0%	OTHER
	8.8%	NO RESPONSE

21. Do you listen to the radio?

A	69.7%	YES
B	9.2%	NO (GO TO 23)
C	12.4%	SOMETIMES
D	0.0%	OTHER
	8.7%	NO RESPONSE

22. Have you heard any radio announcements for the bus system?

A	4.9%	YES
B	71.7%	NO
C	1.7%	THINK SO
D	4.9%	DON'T KNOW
E	0.0%	OTHER
	16.8%	NO RESPONSE

23. Do you read a local newspaper?

A	71.6%	YES
B	9.5%	NO (GO TO 25)
C	10.0%	SOMETIMES
D	0.0%	OTHER
	9.0%	NO RESPONSE

24. Have you seen any newspaper ads for the bus system?

A	15.0%	YES
B	54.1%	NO
C	5.3%	THINK SO
D	7.8%	DON'T KNOW
E	0.0%	OTHER
	17.7%	NO RESPONSE

25. Are you aware of a passenger newsletter for the bus system?

A	1.7%	YES
B	88.1%	NO (GO TO 27)
C	1.0%	THINK SO
D	0.0%	OTHER (GO to 27)
	9.0%	NO RESPONSE

26. Do you find the newsletter?
(READ CHOICES A THROUGH C)

A	1.2%	informative
B	1.2%	not worth reading
C	0.2%	haven't read it
D	0.0%	OTHER (specify _____)
	97.3%	NO RESPONSE

27. Are there any other places that you have seen, heard or read advertisements or information about the bus system for example, billboards or news articles?

A	36.9%	YES
B	46.1%	NO (GO TO 29)
C	3.9%	THINK SO
D	4.4%	DON'T KNOW (GO TO 29)
E	0.0%	OTHER
	8.7%	NO RESPONSE

28. Where?

A	7.4%	BILLBOARDS
B	0.8%	BULLETIN BOARDS
C	0.5%	DISPLAYS, SCHEDULE RACKS
D	2.7%	NEWS ARTICLES
E	0.1%	AD FOR STORES/INSTITUTIONS WHICH MENTION THAT THEY CAN BE REACHED BY BUS
F	1.7%	ON BOARD BUS ADVERTISING
G	0.3%	WORD OF MOUTH
H	1.8%	OTHER (SPECIFY _____)
	84.7%	NO RESPONSE

29. What would be the most effective way to inform you about the bus system?

68.6	NO RESPONSE
5.5	RADIO
6.9	TV
5.8	MAIL
8.9	PAPER
1.1	SIGNS
0.3	SIGNS ON BUS
2.9	OTHER

30. What is your usual means of transportation?

A	45.4%	CAR
B	2.4%	BUS
C	0.0%	TAXI
D	2.6%	FRIENDS OR RELATIVES TAKE ME
E	0.5%	BIKE, MOTORCYCLE
F	0.0%	SENIOR CITIZEN'S OR HANDICAPPER VAN
G	1.2%	USUALLY WALK
H	0.0%	I GO A VARIETY OF WAYS
I	0.0%	CARPOOL/VANPOOL
J	0.0%	OTHER
	47.9%	NO RESPONSE

31. Is a vehicle normally available for your use?

A	90.7%	YES
B	3.7%	NO
C	4.9%	SOMETIMES
D	0.0%	OTHER
	0.7%	NO RESPONSE

32. Which of these age groups are you in?
(READ CHOICES A THROUGH F)

A 10.0% between 16 and 19 years
B 17.5% between 20 and 29 years
C 22.3% between 30 and 39 years
D 15.3% between 40 and 49 years
E 12.9% between 50 and 59 years
F 21.8% 60 years or over
G 0.2% NO RESPONSE

33. Is there anyone in your household that has a handicap? (IF YES, ASK IF THE HANDICAPPER IS THE RESPONDENT OR ANOTHER MEMBER OF THE HOUSEHOLD.)

A 3.6% THE RESPONDENT
B 5.6% OTHER HOUSEHOLD MEMBER
C 89.8% NO (GO TO 35)
D 0.9% NO RESPONSE (GO TO 35)

34. Does the handicap limit mobility?

A 4.4% YES
B 4.1% NO
C 0.0% OTHER
D 91.5% NO RESPONSE

35. What is your occupation? (WRITE DESCRIPTION IF YOU ARE NOT SURE OF THE APPROPRIATE CATEGORY AND IT WILL BE CHECKED AT A LATER TIME.)

_____

A 4.1% GENERAL OFFICE/CLERICAL
B 2.7% MANAGEMENT
C 0.2% GOVERNMENT
D 0.2% UNIVERSITY
E 1.0% PROPRIETOR
F 8.7% PROFESSIONAL
G 3.4% SALES
H 6.6% SKILLED/SEMI-SKILLED
I 1.7% TECHNICAL
J 5.3% SERVICE WORKER
K 6.6% UNSKILLED LABOR
L 9.2% HIGH SCHOOL OR COLLEGE STUDENT
M 28.2% HOMEMAKER
N 14.1% RETIRED
O 6.6% NOT EMPLOYED
P 1.2% OTHER
Q 0.2% NO RESPONSE

That was my last question . . . thank you so much for your time! Good-bye!

POSTSURVEY
PUBLIC TRANSIT "INNOVATIVE MARKETING TECHNIQUES"
MASS TRANSPORTATION AUTHORITY (FLINT)

RESPONDENT: _____

LOCATION: _____

PHONE NUMBER: _____

INTERVIEWER INITIALS:_____ DATE: _____

INSTRUCTIONS TO INTERVIEWERS ALL INSTRUCTIONS TO INTERVIEWERS ARE CAPITALIZED. DO NOT READ THESE THINGS TO THE RESPONDENT. EVERYTHING PRINTED IN this typeface IS TO BE READ TO THE RESPONDENT.
* *

Hello, my name is _____. The Michigan Department of Transportation is conducting a survey to help in planning bus service in the Flint area. Your assistance will be greatly appreciated. The questions will take a few minutes of your time. Is this a convenient time for me to speak with you? IF "YES," CONTINUE. IF "NO," FILL OUT A SEPARATE INFORMATION SHEET AND GO TO THE NEXT RANDOMLY CHOSEN PHONE NUMBER. My first question is:

(DETERMINE WITHOUT ASKING IF RESPONDENT IS: 26.6% MALE, 73.4% FEMALE):

1. Is there a local bus system in the Flint area?

1	86.8%	YES
2	3.4%	NO (IF NO, GO TO QUESTION 30)
3	3.8%	THINK SO
4	6.0%	DON't KNOW (GO TO QUESTION 30)

2. What is the name of it?

48.2%	MTA
4.3%	MASS TRANSPORTATION
9.8%	OTHER
28.3%	DON'T KNOW
9.4%	NO RESPONSE

3. Have you personally ridden the bus in Flint during the past year?

1	18.9%	YES (IF YES, GO TO 5)
2	71.7%	NO (IF NO, GO TO 4 THEN 7)
3	0.0%	THINK SO (GO TO 5)
4	0.0%	DON't KNOW (GO TO 4 THEN 7)
	9.4%	NO RESPONSE

4. What is the reason why you don't ride the bus?

1	29.9%	DON'T NEED TO, HAVE OTHER TRANSPORTATION
2	3.2%	DOESN'T STOP NEAR ME
3	1.1%	DOESN'T GO WHERE I WANT TO GO
4	0.4%	DOESN'T GO WHEN I WANT TO GO
5	0.4%	TAKES TOO LONG
6	0.0%	COSTS TOO MUCH
7	2.4%	IT'S INCONVENIENT
8	0.4%	IT'S UNRELIABLE
9	0.2%	BUS PASSENGERS
10	0.1%	JUST NEVER THOUGHT ABOUT IT OR GOT AROUND TO IT
11	1.2%	OTHER (SPECIFY _____)
	60.7%	NO RESPONSE

5. How often do you ride the bus?

1	6.2%	YEARLY
2	3.8%	MONTHLY
3	5.3%	WEEKLY (1 TO 3 DAYS PER WEEK)
4	1.7%	DAILY (4 TO 7 DAYS PER WEEK)
5	1.0%	OTHER
	82.0%	NO RESPONSE

6. For what purpose(s) do you use the bus service?

1	1.4%	WORK
2	1.7%	PERSONAL BUSINESS
3	2.5%	SHOPPING
4	0.2%	SCHOOL
5	0.9%	VISITS OR RECREATION
6	0.5%	MEDICAL
7	1.0%	WHEN I DON'T HAVE A CAR/WHEN CAR IS IN GARAGE
8	0.1%	OTHER (SPECIFY _____)
	91.8%	NO RESPONSE

A. Over the past year, have you ridden the bus:
(READ CHOICES 1 THROUGH 3)

1	5.5%	More frequently (GO TO B, THEN 7)
2	7.5%	About the same (GO TO 7)
3	5.8%	Less frequently (GO TO C)
4	0.0%	DON'T KNOW (GO TO 7)
	81.3%	NO RESPONSE

B. Why have you ridden more frequently?

1	0.2%	MORE KNOWLEDGEABLE ABOUT BUS SERVICES
2	0.2%	IMPROVEMENT IN BUS SERVICE
3	0.7%	CHANGE IN OVERALL TRAVEL NEEDS (WHERE/WHEN/WHY)
4	0.6%	GENERAL DECREASE IN OTHER TRANSPORTATION MEANS
5	0.4%	MORE FREQUENT TEMPORARY LOSS OF OTHER TRANSPORTATION MEANS (I.E., INCREASE IN CAR REPAIRS, ETC.)
6	0.2%	ECONOMIC REASONS
7	0.0%	THE WEATHER
8	0.2%	OTHER (SPECIFY_____)
	97.3%	NO RESPONSE

C. Why have you ridden less frequently?

1	0.3%	BOUGHT A CAR/MOTORCYCLE/ETC.
2	0.0%	JOINED CARPOOL/VANPOOL
3	0.1%	CHANGES IN BUS SERVICE (HOURS/ROUTES/ETC.)
4	0.8%	CHANGE IN MY TRAVEL NEEDS (WHERE/WHEN/WHY)
5	0.0%	TAKES TOO LONG
6	0.1%	DETERIORATION OF BUS SERVICE (UNRELIABLE, ETC.)
7	0.1%	THE WEATHER
8	0.0%	BUS PASSENGERS
9	0.3%	OTHER (SPECIFY_____)
	98.3%	NO RESPONSE

7. Do you find the paint design of the buses make them easier to identify?

1	62.6%	YES
2	6.5%	NO
3	4.8%	THINK SO
4	16.3%	DON'T KNOW
	9.8%	NO RESPONSE

8. Do you find the paint design of the buses generally attractive or not attractive?

1	65.9%	ATTRACTIVE
2	7.0%	NOT ATTRACTIVE
3	17.5%	DON'T KNOW
	9.6%	NO RESPONSE

9. Are you aware of the bus system having received any new buses in the past year?

1	25.7%	YES
2	10.1%	THINK SO
3	54.9%	NO/DON'T KNOW
	9.4%	NO RESPONSE

10. Does the bus system provide services for elderly people?

1	56.6%	YES
2	1.9%	NO
3	15.8%	THINK SO
4	16.3%	DON'T KNOW
	9.4%	NO RESPONSE

11. Does the bus system provide services for handicappers?

1	45.3%	YES
2	3.8%	NO
3	11.8%	THINK SO
4	29.7%	DON'T KNOW
	9.4%	NO RESPONSE

12. Are you aware of any informational or educational presentations on the bus service specifically for students, or the elderly and handicappers?

1	6.7%	YES
2	83.2%	NO (GO TO 14)
3	0.5%	THINK SO
	9.6%	NO RESPONSE

13. Are the presentations for the
(MENTION THE CHOICES)

1	2.2%	Students
2	2.9%	Elderly and handicapped
	95.0%	NO RESPONSE

14. Do you know how much it costs to ride the bus?

1	28.5%	YES
2	52.5%	NO (GO TO 16)
3	9.4%	THINK SO
	9.6%	NO RESPONSE

15. Do you think the cost is:
(MENTION CHOICES 1 THROUGH 3)

1	7.7%	Too much
2	1.4%	Not enough
3	27.1%	Just right
4	1.9%	DON'T KNOW
	61.9%	NO RESPONSE

16. How far do you live from the nearest bus route?

1	48.0%	ONE OR TWO BLOCKS
2	11.8%	THREE OR FOUR BLOCKS
3	7.0%	QUARTER MILE TO HALF MILE
4	5.0%	HALF MILE TO ONE MILE
5	16.1%	ONE MILE OR MORE
6	2.9%	DON'T KNOW (GO TO 18)
	9.4%	NO RESPONSE

17. Do you know how often the bus comes by?

1	36.7%	YES
2	41.2%	NO
3	9.1%	THINK SO
4	1.4%	DOESN'T SEEM TO FOLLOW SCHEDULE/IT VARIES
	11.5%	NO RESPONSE

18. Does the bus system serve the areas to which you most frequently travel?

1	58.0%	YES
2	13.4%	NO
3	8.9%	THINK SO
4	10.1%	DON'T KNOW
	9.6%	NO RESPONSE

19. Do you know how to obtain information about the bus service?

1	61.4%	YES
2	23.7%	NO
3	5.5%	THINK SO
	9.4%	NO RESPONSE

20. Do gas prices affect your use of the bus service?

1	9.6%	YES
2	75.8%	NO
3	5.3%	DON'T KNOW/HAVEN'T THOUGHT ABOUT IT
	9.4%	NO RESPONSE

21. Do you listen to the radio?

1	74.8%	YES
2	6.5%	NO (GO TO 23)
3	9.4%	SOMETIMES
	9.4%	NO RESPONSE

22. Have you heard any radio announcements for the bus system?

1	8.2%	YES
2	70.5%	NO
3	1.9%	THINK SO
4	4.1%	DON'T KNOW
	15.3%	NO RESPONSE

23. Do you read a local newspaper?

1	73.1%	YES
2	12.9%	NO (GO TO 25)
3	4.6%	SOMETIMES
	9.4%	NO RESPONSE

24. Have you seen any newspaper ads for the bus system?

1	14.9%	YES
2	55.6%	NO
3	2.4%	THINK SO
4	4.6%	DON'T KNOW
	21.3%	NO RESPONSE

25. Are you aware of a passenger newsletter for the bus system?

1	1.9%	YES
2	88.2%	NO (GO TO 27)
3	0.5%	THINK SO
	9.4%	NO RESPONSE

26. Do you find the newsletter:
(READ CHOICES 1 THROUGH 3)

1	1.4%	Informative
2	0.0%	Not worth reading
3	0.7%	Haven't read it
4	0.0%	OTHER (SPECIFY _____)
	97.8%	NO RESPONSE

27. Are there any other places that you have seen, heard or read advertisements or information about the bus system for example, billboards or news articles?

1	33.8%	YES
2	53.2%	NO (GO TO 29)
3	1.7%	THINK SO
4	1.9%	DON'T KNOW (GO TO 29)
	9.4%	NO RESPONSE

28. Where?

1	6.3%	BILLBOARDS
2	0.6%	BULLETIN BOARDS
3	0.7%	DISPLAYS, SCHEDULE RACKS
4	1.9%	NEWS ARTICLES
5	0.0%	AD FOR STORES/INSTITUTIONS WHICH MENTION THAT THEY CAN BE REACHED BY BUS
6	1.5%	ON BOARD BUS ADVERTISING
7	0.1%	WORD OF MOUTH
8	2.0%	OTHER (SPECIFY _____)
	86.9%	NO RESPONSE

29. What would be the most effective way to inform you about the bus system?

4.8%	RADIO
6.2%	TV
5.9%	MAIL
7.7%	PAPER
0.6%	SIGNS
0.5%	SIGNS ON BUSES
2.4%	OTHER
76.9%	NO RESPONSE

30. What is your usual means of transportation?

1	44.7%	CAR
2	2.2%	BUS
3	0.2%	TAXI
4	2.9%	FRIENDS OR RELATIVES TAKE ME
5	0.4%	BIKE, MOTORCYCLE
6	0.0%	SENIOR CITIZEN'S OR HANDICAPPER VAN
7	1.1%	USUALLY WALK
8	0.2%	I GO A VARIETY OF WAYS
9	0.0%	CARPOOL/VANPOOL
	48.3%	NO RESPONSE

31. Is a vehicle normally available for your use?

1	88.2%	YES
2	6.0%	NO
3	4.1%	SOMETIMES
	1.7%	NO RESPONSE

32. Which of these age groups are you in?
(READ CHOICES 1 THROUGH 6)

1	5.5%	between 16 and 19 years
2	16.8%	between 20 and 29 years
3	19.2%	between 30 and 39 years
4	15.8%	between 40 and 49 years
5	18.7%	between 50 and 59 years
6	23.5%	60 years or over
7	0.4%	NO RESPONSE

33. Is there anyone in your household that has a handicap? (IF YES, ASK IF THE HANDICAPPER IS THE RESPONDENT OR ANOTHER MEMBER OF THE HOUSEHOLD.)

1	5.0%	THE RESPONDENT
2	7.9%	OTHER HOUSEHOLD MEMBER
3	86.3%	NO (GO TO 35)
4	0.7%	NO RESPONSE (GO TO 35)

34. Does the handicap limit mobility?

1	8.6%	YES
2	4.1%	NO
3	87.3%	NO RESPONSE

35. What is your occupation? (WRITE DESCRIPTION IF YOU ARE NOT SURE OF THE APPROPRIATE CATEGORY AND IT WILL BE CHECKED AT A LATER TIME.)

1	7.9%	GENERAL OFFICE/CLERICAL
2	3.4%	MANAGEMENT
3	1.4%	GOVERNMENT
4	0.0%	UNIVERSITY
5	1.2%	PROPRIETOR
6	9.4%	PROFESSIONAL
7	3.4%	SALES
8	5.0%	SKILLED/SEMI-SKILLED
9	1.0%	TECHNICAL
10	4.8%	SERVICE WORKER
11	7.4%	UNSKILLED LABOR
12	5.8%	HIGH SCHOOL OR COLLEGE STUDENT
13	24.0%	HOMEMAKER
14	18.9%	RETIRED
15	5.0%	NOT EMPLOYED
16	0.5%	OTHER
17	0.9%	NO RESPONSE

That was my last question . . . thank you so much for your time! Good-bye!

PRESURVEY
PUBLIC TRANSIT "INNOVATIVE MARKETING TECHNIQUES"
METRO TRANSIT SYSTEM (KALAMAZOO)

RESPONDENT: _____

LOCATION: _____

PHONE NUMBER: _____

INTERVIEWER INITIALS: _____ DATE: _____

INSTRUCTIONS TO INTERVIEWERS
ALL INSTRUCTIONS TO INTERVIEWERS ARE CAPITALIZED. DO NOT READ THESE THINGS TO THE RESPONDENT. EVERYTHING PRINTED IN this typeface IS TO BE READ TO THE RESPONDENT.
* *

Hello, my name is _____. The Michigan Department of Transportation is conducting a survey to help in planning bus service in the Kalamazoo area. Your assistance will be greatly appreciated. The questions will take a few minutes of your time. Is this a convenient time for me to speak with you? IF "YES," CONTINUE. IF "NO," FILL OUT A SEPARATE INFORMATION SHEET AND GO ON TO THE NEXT RANDOMLY CHOSEN PHONE NUMBER. My first question is:

(DETERMINE WITHOUT ASKING IF RESPONDENT IS:) 36.3% MALE, 62.6% FEMALE
1.1% NO RESPONSE):

1. Is there a local bus system in the Kalamazoo area?

A	93.9%	YES
B	1.8%	NO (IF NO, GO TO QUESTION 31)
C	2.1%	THINK SO
D	2.1%	DON'T KNOW (GO TO QUESTION 31)

2. What is the name of it?

25.3%	METRO TRANSIT
40.5%	METRO
2.3%	KALAMAZOO METRO TRANSIT
8.6%	OTHER
19.5%	DON'T KNOW
3.8%	NO RESPONSE

3. Have you personally ridden the bus in Kalamazoo during the past year?

A	36.6%	YES (IF YES, GO TO 5)
B	57.6%	NO (IF NO, GO TO 4 THEN 7)
C	1.3%	THINK SO (GO TO 5)
D	0.5%	DON'T KNOW (GO TO 4 THEN 7)
	3.9%	NO RESPONSE

4. What is the reason why you don't ride the bus?

A	21.3%	DON'T NEED TO, HAVE OTHER TRANSPORTATION
B	4.7%	DOESN'T STOP NEAR ME
C	1.1%	DOESN'T GO WHERE I WANT TO GO
D	0.5%	DOESN'T GO WHEN I WANT TO GO
E	0.6%	TAKES TOO LONG
F	0.0%	COSTS TOO MUCH
G	3.5%	IT'S INCONVENIENT
H	0.0%	IT'S UNRELIABLE
I	0.0%	BUS PASSENGERS
J	0.3%	JUST NEVER THOUGHT ABOUT IT OR GOT AROUND TO IT
K	0.9%	OTHER (SPECIFY _____)
	67.0%	NO RESPONSE

5. How often do you ride the bus?

A	11.8%	YEARLY
B	10.3%	MONTHLY
C	7.6%	WEEKLY (1 TO 3 DAYS PER WEEK)
D	4.7%	DAILY (4 TO 7 DAYS PER WEEK)
E	3.7%	OTHER
	61.8%	NO RESPONSE

6. For what purpose(s) do you use the bus service?

A	3.1%	WORK
B	3.8%	PERSONAL BUSINESS
C	4.9%	SHOPPING
D	1.6%	SCHOOL
E	0.3%	VISITS OR RECREATION
F	0.8%	MEDICAL
G	3.5%	WHEN I DON'T HAVE A CAR/WHEN CAR IS IN GARAGE
H	0.2%	OTHER (SPECIFY _____)
	81.9%	NO RESPONSE

7. Does the bus system provide services for elderly people?

A	63.4%	YES
B	2.4%	NO
C	18.2%	THINK SO
D	12.1%	DON'T KNOW
	3.9%	NO RESPONSE

8. Does the bus system provide services for handicappers?

A	66.8%	YES
B	1.6%	NO
C	16.3%	THINK SO
D	11.3%	DON'T KNOW
	3.9%	NO RESPONSE

9. Do you know how much it costs to ride the bus?

A	42.6%	YES
B	40.2%	NO (GO TO 11)
C	13.0%	THINK SO
D	0.0%	OTHER (GO TO 11)
	4.1%	NO RESPONSE

10. Do you think the cost is: (MENTION CHOICES A THROUGH C)

A	11.8%	too much
B	1.6%	not enough
C	35.3%	just right
D	6.3%	DON'T KNOW
E	0.0%	OTHER
	45.0%	NO RESPONSE

11. How far do you live from the nearest bus route?

A	45.5%	ONE OR TWO BLOCKS
B	16.1%	THREE OR FOUR BLOCKS
C	8.4%	QUARTER MILE TO HALF MILE
D	7.6%	HALF MILE TO ONE MILE
E	10.3%	ONE MILE OR MORE
F	7.9%	DON'T KNOW (GO TO 13)
	4.2%	NO RESPONSE

12. Do you know how often the bus comes by?

A	35.8%	YES
B	43.4%	NO
C	11.1%	THINK SO
D	1.1%	DOESN'T SEEM TO FOLLOW SCHEDULE/IT VARIES
E	0.0%	OTHER
	8.7%	NO RESPONSE

13. Does the bus system serve the areas to which you most frequently travel?

A	60.8%	YES
B	10.8%	NO
C	14.2%	THINK SO
D	9.7%	DON'T KNOW
	4.5%	NO RESPONSE

14. Do you know how to obtain information about the bus service?

A	74.2%	YES
B	13.4%	NO
C	8.4%	THINK SO
D	0.0%	OTHER
	3.9%	NO RESPONSE

15. Do gasoline prices affect your use of the bus service?

A	13.4%	YES
B	75.8%	NO
C	6.8%	DON'T KNOW/HAVEN'T THOUGHT ABOUT IT
D	0.0%	OTHER
	3.9%	NO RESPONSE

16. Do you listen to the radio?

A	81.8%	YES
B	3.2%	NO (GO TO 18)
C	11.1%	SOMETIMES
D	0.0%	OTHER
	3.9%	NO RESPONSE

17. Have you heard any radio announcements for the bus system?

A	27.6%	YES
B	56.3%	NO
C	4.2%	THINK SO
D	5.3%	DON'T KNOW
E	0.0%	OTHER
	6.6%	NO RESPONSE

18. Do you watch TV?

A	83.7%	YES
B	3.4%	NO (GO TO 20)
C	8.9%	SOMETIMES
D	0.0%	OTHER
	3.9%	NO RESPONSE

19. Have you seen any TV announcements for the bus system?

A	28.7%	YES
B	49.2%	NO
C	8.7%	THINK SO
D	6.8%	DON'T KNOW
E	0.0%	OTHER
	6.6%	NO RESPONSE

20. Do you read a local newspaper?

A	84.2%	YES
B	6.3%	NO (GO TO 22)
C	5.3%	SOMETIMES
D	0.0%	OTHER
	4.2%	NO RESPONSE

21. Have you seen any newspaper ads for the bus system?

A	42.9%	YES
B	24.5%	NO
C	16.3%	THINK SO
D	6.3%	DON'T KNOW
E	0.0%	OTHER
	10.0%	NO RESPONSE

22. Have you seen a map showing the bus routes for the total system?

A	43.7%	YES
B	35.8%	NO
C	12.9%	THINK SO
D	3.7%	DON'T KNOW
E	0.0%	OTHER
	3.9%	NO RESPONSE

23. Are elementary school students in Kalamazoo being informed about the bus system in the classroom?

A	2.4%	YES
B	10.8%	NO
C	4.5%	THINK SO
D	78.4%	DON'T KNOW
E	0.0%	OTHER
	3.9%	NO RESPONSE

24. Have you ever received a flier at your home informing you of the bus routes and schedules?

A	12.1%	YES
B	65.0%	NO
C	9.5%	THINK SO
D	9.5%	DON'T KNOW
E	0.0%	OTHER
	3.9%	NO RESPONSE

25. Do any local businesses promote the bus system?

A	33.9%	YES
B	15.0%	NO
C	17.1%	THINK SO
D	30.0%	DON'T KNOW
E	0.0%	OTHER
	3.9%	NO RESPONSE

26. Does the bus system promote rides to parks and recreational centers for junior high and high school students?

A	6.8%	YES
B	8.2%	NO (GO TO 28)
C	5.5%	THINK SO
D	75.5%	DON'T KNOW (GO TO 28)
E	0.0%	OTHER (GO TO 28)
	3.9%	NO RESPONSE

27. How did you become aware of this service for the students?

A	1.1%	POSTERS
B	1.6%	NEWSPAPERS
C	6.3%	SOMEONE TOLD ME
D	1.6%	SCHOOL/OTHER ORGANIZATION
E	2.4%	OTHER (SPECIFY _____)
	87.1%	NO RESPONSE

28. Are there any other places that you have seen, heard or read advertisements or information about the bus system for example, billboards or news articles?

A	42.6%	YES
B	33.4%	NO (GO TO 30)
C	12.6%	THINK SO
D	6.3%	DON'T KNOW (GO TO 30)
E	0.0%	OTHER
	5.0%	NO RESPONSE

29. Where?

A	6.5%	BILLBOARDS
B	2.4%	BULLETIN BOARDS
C	4.1%	DISPLAYS, SCHEDULE RACKS
D	5.7%	NEWS ARTICLES
E	1.5%	AD FOR STORES/INSTITUTIONS WHICH MENTION THAT THEY CAN BE REACHED BY BUS
F	6.0%	ON BOARD BUS ADVERTISING
G	1.4%	WORD OF MOUTH
H	1.3%	OTHER (SPECIFY _____)
	71.1%	NO RESPONSE

30. What would be the most effective way to inform you about the bus system?

4.1%	RADIO
4.1%	TV
7.5%	MAIL
8.6%	PAPER
0.7%	SIGNS
3.5%	OTHER
0.2%	SIGNS ON BUS
71.3%	NO RESPONSE

31. What is your usual means of transportation?

A	43.9%	CAR
B	5.4%	BUS
C	0.0%	TAXI
D	3.1%	FRIENDS OR RELATIVES TAKE ME
E	1.0%	BIKE, MOTORCYCLE
F	0.0%	SENIOR CITIZEN'S OR HANDICAPPER VAN
G	1.1%	USUALLY WALK
H	0.3%	I GO A VARIETY OF WAYS
I	0.0%	CARPOOL/VANPOOL
J	0.0%	OTHER
	45.2%	NO RESPONSE

32. Is a vehicle normally available for your use?

A	87.6%	YES
B	5.5%	NO
C	5.8%	SOMETIMES
D	0.0%	OTHER
	1.1%	NO RESPONSE

33. Which of these age groups are you in? (READ CHOICES A THROUGH F)

A	4.5%	Between 16 and 19 years
B	25.3%	Between 20 and 29 years
C	27.9%	Between 30 and 39 years
D	17.9%	Between 40 and 49 years
E	8.9%	Between 50 and 59 years
F	14.2%	60 years or over
G	1.3%	NO RESPONSE

34. Is there anyone in your household that has a handicap? (IF YES, ASK IF THE HANDICAPPER IS THE RESPONDENT OR ANOTHER MEMBER OF THE HOUSEHOLD.)

A	3.2%	THE RESPONDENT
B	5.8%	OTHER HOUSEHOLD MEMBER
C	90.8%	NO (GO TO 36)
D	0.3%	NO RESPONSE (GO TO 36)

35. Does the handicap limit mobility?

A	4.7%	YES
B	5.5%	NO
C	0.0%	OTHER
D	89.8%	NO RESPONSE

36. What is your occupation? (WRITE DESCRIPTION IF YOU ARE NOT SURE OF THE APPROPRIATE CATEGORY AND IT WILL BE CHECKED AT A LATER TIME.)

A	8.2%	GENERAL OFFICE/CLERICAL
B	6.1%	MANAGEMENT
C	1.1%	GOVERNMENT
D	2.1%	UNIVERSITY
E	1.1%	PROPRIETOR
F	12.1%	PROFESSIONAL
G	6.3%	SALES
H	5.5%	SKILLED/SEMI-SKILLED
I	3.9%	TECHNICAL
J	1.8%	SERVICE WORKER
K	2.9%	UNSKILLED LABOR
L	12.1%	HIGH SCHOOL OR COLLEGE STUDENT
M	15.3%	HOMEMAKER
N	10.5%	RETIRED
O	3.2%	NOT EMPLOYED
P	3.2%	OTHER
Q	4.8%	NO RESPONSE

That was my last question . . . thank you so much for your time! Good-bye!

POSTSURVEY
PUBLIC TRANSIT "INNOVATIVE MARKETING TECHNIQUES"
METRO TRANSIT SYSTEM (KALAMAZOO)

RESPONDENT: _____

LOCATION: _____

PHONE NUMBER: _____

INTERVIEWER INITIALS: _____ DATE: _____

INSTRUCTIONS TO INTERVIEWERS ALL INSTRUCTIONS TO INTERVIEWERS ARE CAPITALIZED. DO NOT READ THESE THINGS TO THE RESPONDENT. EVERYTHING PRINTED IN this typeface IS TO BE READ TO THE RESPONDENT.
* *

Hello, my name is _____. The Michigan Department of Transportation is conducting a survey to help in planning bus service in the Kalamazoo area. Your assistance will be greatly appreciated. The questions will take a few minutes of your time. Is this a convenient time for me to speak with you? IF "YES," CONTINUE. IF "NO," FILL OUT A SEPARATE INFORMATION SHEET AND GO TO THE NEXT RANDOMLY CHOSEN PHONE NUMBER. My first question is:

(DETERMINE WITHOUT ASKING IF RESPONDENT IS: 36.9% MALE, 57.5% FEMALE
5.6% NO RESPONSE):

1. Is there a local bus system in the Kalamazoo area?

1	79.0%	YES
2	5.4%	NO (IF NO, GO TO QUESTION 31)
3	3.7%	THINK SO
4	11.7%	DON'T KNOW (GO TO QUESTION 31)
	0.2%	NO RESPONSE

2. What is the name of it?

19.6%	METRO TRANSIT
38.6%	METRO
15.4%	DON'T KNOW
9.3%	OTHER
17.1%	NO RESPONSE

3. Have you personally ridden the bus in Kalamazoo during the past year?

1	26.4%	YES (IF YES, GO TO 5)
2	56.2%	NO (IF NO, GO TO 4 THEN 7)
3	0.5%	THINK SO (GO TO 5)
4	0.7%	DON'T KNOW (GO TO 4 THEN 7)
	16.1%	NO RESPONSE

4. What is the reason why you don't ride the bus?

1	22.7%	DON'T NEED TO, HAVE OTHER TRANSPORTATION
2	2.6%	DOESN'T STOP NEAR ME
3	0.9%	DOESN'T GO WHERE I WANT TO GO
4	0.1%	DOESN'T GO WHEN I WANT TO GO
5	0.4%	TAKES TOO LONG
6	0.0%	COSTS TOO MUCH
7	1.6%	IT'S INCONVENIENT
8	0.0%	IT'S UNRELIABLE
9	0.1%	BUS PASSENGERS
10	0.0%	JUST NEVER THOUGHT ABOUT IT OR GOT AROUND TO IT
11	1.1%	OTHER (SPECIFY _____)
	70.5%	NO RESPONSE

5. How often do you ride the bus?

1	7.3%	YEARLY
2	7.6%	MONTHLY
3	5.1%	WEEKLY (1 TO 3 DAYS PER WEEK)
4	3.9%	DAILY (4 TO 7 DAYS PER WEEK)
5	4.9%	OTHER
	71.1%	NO RESPONSE

6. For what purpose(s) do you use the bus service?

1	2.2%	WORK
2	0.7%	PERSONAL BUSINESS
3	5.0%	SHOPPING
4	0.9%	SCHOOL
5	0.5%	VISITS OR RECREATION
6	0.7%	MEDICAL
7	1.3%	WHEN I DON'T HAVE A CAR/WHEN CAR IS IN GARAGE
8	0.5%	OTHER (SPECIFY _____)
	88.3%	NO RESPONSE

A. Over the past year, have you ridden the bus:
(READ CHOICES 1 THROUGH 3)

1	4.6%	More frequently (GO TO B, THEN 7)
2	11.0%	About the same (GO TO 7)
3	9.3%	Less frequently (GO TO C)
4	2.4%	DON'T KNOW (GO TO 7)
	72.6%	NO RESPONSE

B. Why have you ridden more frequently?

1	0.0%	MORE KNOWLEDGEABLE ABOUT BUS SERVICES
2	0.2%	IMPROVEMENT IN BUS SERVICE
3	0.3%	CHANGE IN OVERALL TRAVEL NEEDS (WHERE/WHEN/WHY)
4	0.5%	GENERAL DECREASE IN OTHER TRANSPORTATION MEANS
5	0.2%	MORE FREQUENT TEMPORARY LOSS OF OTHER TRANSPORTATION MEANS (I.E., INCREASE IN CAR REPAIRS, ETC.)
6	0.2%	ECONOMIC REASONS
7	0.2%	THE WEATHER
8	0.6%	OTHER (SPECIFY_____)
	98.0%	NO RESPONSE

C. Why have you ridden less frequently?

1	1.1%	BOUGHT A CAR/MOTORCYCLE/ETC.
2	0.0%	JOINED CARPOOL/VANPOOL
3	0.1%	CHANGES IN BUS SERVICE (HOURS/ROUTES/ETC.)
4	0.8%	CHANGE IN MY TRAVEL NEEDS (WHERE/WHEN/WHY)
5	0.0%	TAKES TOO LONG
6	0.0%	DETERIORATION OF BUS SERVICE (UNRELIABLE, ETC.)
7	0.1%	THE WEATHER
8	0.0%	BUS PASSENGERS
9	0.8%	OTHER (SPECIFY_____)
	97.1%	NO RESPONSE

7. Does the bus system provide services for elderly people?

1	62.6%	YES
2	2.4%	NO
3	9.8%	THINK SO
4	8.6%	DON'T KNOW
	16.6%	NO RESPONSE

8. Does the bus system provide services for handicappers?

1	61.6%	YES
2	2.2%	NO
3	8.6%	THINK SO
4	11.2%	DON'T KNOW
	16.4%	NO RESPONSE

9. Do you know how much it costs to ride the bus?

1	38.4%	YES
2	37.9%	NO (GO TO 11)
3	7.1%	THINK SO
	16.6%	NO RESPONSE

10. Do you think the cost is:
(MENTION CHOICES 1 THROUGH 3)

1	4.2%	Too much
2	1.7%	Not enough
3	34.2%	Just right
4	5.9%	DON'T KNOW
	54.0%	NO RESPONSE

11. How far do you live from the nearest bus route?

1	48.7%	ONE OR TWO BLOCKS
2	8.3%	THREE OR FOUR BLOCKS
3	4.4%	QUARTER MILE TO HALF MILE
4	5.6%	HALF MILE TO ONE MILE
5	11.2%	ONE MILE OR MORE
6	5.1%	DON'T KNOW (GO TO 13)
	16.6%	NO RESPONSE

12. Do you know how often the bus comes by?

1	44.3%	YES
2	24.9%	NO
3	10.5%	THINK SO
4	0.2%	DOESN'T SEEM TO FOLLOW SCHEDULE/IT VARIES
	20.0%	NO RESPONSE

13. Does the bus system serve the areas to which you most frequently travel?

1	57.2%	YES
2	10.5%	NO
3	5.9%	THINK SO
4	9.5%	DON'T KNOW
	16.9%	NO RESPONSE

14. Do you know how to obtain information about the bus service?

1	68.9%	YES
2	9.0%	NO
3	5.1%	THINK SO
	16.9%	NO RESPONSE

15. Do gasoline prices affect your use of the bus service?

1	4.6%	YES
2	71.1%	NO
3	7.8%	DON'T KNOW/HAVEN'T THOUGHT ABOUT IT
	16.4%	NO RESPONSE

16. Do you listen to the radio?

1	70.2%	YES
2	6.8%	NO (GO TO 18)
3	6.6%	SOMETIMES
	16.4%	NO RESPONSE

17. Have you heard any radio announcements for the bus system?

1	28.4%	YES
2	42.3%	NO
3	2.2%	THINK SO
4	5.6%	DON'T KNOW
	21.5%	NO RESPONSE

18. Do you watch TV?

1	72.6%	YES
2	3.7%	NO (GO TO 20)
3	7.3%	SOMETIMES
	16.4%	NO RESPONSE

19. Have you seen any TV announcements for the bus system?

1	12.2%	YES
2	58.2%	NO
3	4.2%	THINK SO
4	5.6%	DON'T KNOW
	19.8%	NO RESPONSE

20. Do you read a local newspaper?

1	57.5%	YES
2	13.4%	NO (GO TO 22)
3	12.7%	SOMETIMES
	16.4%	NO RESPONSE

21. Have you seen any newspaper ads for the bus system?

1	30.3%	YES
2	30.6%	NO
3	5.6%	THINK SO
4	6.4%	DON'T KNOW
	27.1%	NO RESPONSE

22. Have you seen a map showing the bus routes for the total system?

1	47.4%	YES
2	32.3%	NO
3	2.4%	THINK SO
4	1.5%	DON'T KNOW
	16.4%	NO RESPONSE

23. Are elementary school students in Kalamazoo being informed about the bus system in the classroom?

1	3.9%	YES
2	4.9%	NO
3	2.9%	THINK SO
4	70.9%	DON'T KNOW
	17.4%	NO RESPONSE

24. Have you ever received a flier at your home informing you of the bus routes and schedules?

1	17.6%	YES
2	54.5%	NO
3	2.9%	THINK SO
4	8.6%	DON'T KNOW
	16.4%	NO RESPONSE

25. Do any local businesses promote the bus system?

1	24.2%	YES
2	17.4%	NO
3	9.0%	THINK SO
4	33.0%	DON'T KNOW
	16.4%	NO RESPONSE

26. Does the bus system promote rides to parks and recreational centers for junior high and high school students?

1	7.1%	YES
2	7.1%	NO (GO TO 28)
3	2.4%	THINK SO
4	66.5%	DON'T KNOW (GO TO 28)
	16.9%	NO RESPONSE

27. How did you become aware of this service for the students?

1	1.2%	POSTERS
2	1.0%	NEWSPAPERS
3	3.7%	SOMEONE TOLD ME
4	0.5%	SCHOOL/OTHER ORGANIZATION
5	1.2%	OTHER (SPECIFY _____)
	92.4%	NO RESPONSE

28. Are there any other places that you have seen, heard or read advertisements or information about the bus system for example, billboards or news articles?

1	38.6%	YES
2	33.3%	NO (GO TO 30)
3	4.4%	THINK SO
4	5.9%	DON'T KNOW (GO TO 30)
	17.8%	NO RESPONSE

29. Where?

1	8.3%	BILLBOARDS
2	2.0%	BULLETIN BOARDS
3	1.2%	DISPLAYS, SCHEDULE RACKS
4	1.5%	NEWS ARTICLES
5	0.6%	AD FOR STORES/INSTITUTIONS WHICH MENTION THAT THEY CAN BE REACHED BY BUS
6	1.1%	ON BOARD BUS ADVERTISING
7	1.2%	WORD OF MOUTH
8	1.3%	OTHER (SPECIFY _____)
	82.7%	NO RESPONSE

30. What would be the most effective way to inform you about the bus system?

2.7%	RADIO
3.4%	TV
5.7%	MAIL
4.2%	PAPER
0.6%	SIGNS
2.4%	OTHER
0.5%	SIGNS ON BUS
80.5%	NO RESPONSE

31. What is your usual means of transportation?

1	43.9%	CAR
2	2.6%	BUS
3	0.4%	TAXI
4	2.2%	FRIENDS OR RELATIVES TAKE ME
5	0.6%	BIKE, MOTORCYCLE
6	0.0%	SENIOR CITIZEN'S OR HANDICAPPER VAN
7	1.1%	USUALLY WALK
8	0.6%	I GO A VARIETY OF WAYS
9	0.0%	CARPOOL/VANPOOL
	48.6%	NO RESPONSE

32. Is a vehicle normally available for your use?

1	87.0%	YES
2	4.9%	NO
3	5.1%	SOMETIMES
	2.9%	NO RESPONSE

33. Which of these age groups are you in? (READ CHOICES 1 THROUGH 6)

1	3.9%	Between 16 and 19 years
2	21.8%	Between 20 and 29 years
3	24.9%	Between 30 and 39 years
4	14.2%	Between 40 and 49 years
5	11.7%	Between 50 and 59 years
6	21.3%	60 years or over
7	1.9%	NO RESPONSE

34. Is there anyone in your household that has a handicap? (IF YES, ASK IF THE HANDICAPPER IS THE RESPONDENT OR ANOTHER MEMBER OF THE HOUSEHOLD.)

1	4.2%	THE RESPONDENT
2	4.2%	OTHER HOUSEHOLD MEMBER
3	89.5%	NO (GO TO 36)
4	2.2%	NO RESPONSE (GO TO 36)

35. Does the handicap limit mobility?

1	4.4%	YES
2	3.9%	NO
3	91.6%	NO RESPONSE

36. What is your occupation? (WRITE DESCRIPTION IF YOU ARE NOT SURE OF THE APPROPRIATE CATEGORY AND IT WILL BE CHECKED AT A LATER TIME.)

1	4.4%	GENERAL OFFICE/CLERICAL
2	3.2%	MANAGEMENT
3	1.2%	GOVERNMENT
4	1.0%	UNIVERSITY
5	0.7%	PROPRIETOR
6	13.0%	PROFESSIONAL
7	5.1%	SALES
8	8.6%	SKILLED/SEMI-SKILLED
9	1.5%	TECHNICAL
10	2.7%	SERVICE WORKER
11	5.4%	UNSKILLED LABOR
12	7.6%	HIGH SCHOOL OR COLLEGE STUDENT
13	17.8%	HOMEMAKER
14	17.8%	RETIRED
15	4.6%	NOT EMPLOYED
16	3.4%	OTHER
17	1.9%	NO RESPONSE

That was my last question . . . thank you so much for your time! Good-bye!

APPENDIX 5
Random Telephone Number Locations

Page	Col	Line	Page	Col	Line	Page	Col	Line	Page	Col	Line
50	2	19	20	3	27	36	3	37	55	3	12
54	2	35	16	2	23	26	3	18	39	1	26
34	2	15	54	2	16	55	3	7	37	2	24
15	3	28	29	2	4	48	1	20	40	3	15
22	1	29	44	2	20	52	1	21	20	1	27
20	3	4	28	1	28	24	2	5	46	2	34
51	3	15	49	3	18	56	1	22	19	1	28
43	3	19	30	1	15	21	3	26	31	3	18
27	2	37	46	2	21	32	3	29	16	1	33
27	3	2	22	2	2	29	2	7	24	1	2
55	2	18	56	2	5	51	2	23	23	2	18
23	1	2	20	3	22	34	2	9	56	2	15
23	1	9	24	1	3	18	1	23	55	1	31
33	3	28	25	11	28	29	3	14	25	1	22
25	3	25	18	3	3	18	1	34	54	2	13
54	2	21	17	1	1	47	1	8	15	1	36
23	2	28	56	2	4	43	2	19	15	1	5
16	1	30	51	3	33	46	3	6	28	1	5
44	1	4	34	1	33	42	3	16	48	3	35
26	3	12	56	2	24	21	1	16	48	3	4
41	3	29	41	3	5	30	1	22	43	1	11
47	2	15	53	2	34	45	1	36	36	2	29
29	1	37	34	1	8	22	3	1	51	1	25
32	1	20	39	1	3	25	2	32	20	2	25
45	1	1	17	1	37	28	2	37	31	3	26
20	1	36	45	1	10	21	3	28	50	2	12
39	1	29	42	1	4	32	1	30	51	3	22

APPENDIX 6

Information Sheet for Unsuccessful Calls

Postsurvey - Information Sheet
Public Transit "Innovative Marketing Techniques"

_____
Transit System

Respondent _____

Location _____

Phone Number _____

Interviewer Initials _____ Date _____

Number Changed _____ Inconvenient Time _____

Number Disconnected _____ No Adult Available _____

Nonresidential _____ No Answer/Busy _____

Refusal _____ Out of Service Area _____

Postsurvey - Information Sheet
Public Transit "Innovative Marketing Techniques"

_____
Transit System

Respondent _____

Location _____

Phone Number _____

Interviewer Initials _____ Date _____

Number Changed _____ Inconvenient Time _____

Number Disconnected _____ No Adult Available _____

Nonresidential _____ No Answer/Busy _____

Refusal _____ Out of Service Area _____

APPENDIX 7

Survey Coding Instructions

Isabella County Transportation Commission (ICTC) Postsurvey

Male = 1
Female = 2

Questions 1, 3, 5, 6A, 7-23, and 27-30

Code the number next to the response that is checked.

There should be only one response per question.

If no answer is given, mark a zero.

Question 2

0 = Blank if question #1 is coded 2 or 4.
1 = I don't know or blank (unless questions #1 is coded 2 or 4).
2 = Isabella County Transportation Commission (ICTC) - correct answer.
3 = Isabella County Transportation Commission.
4 = ICTC.
5 = Van Tram.
6 = Shuttle Bus.
7 = Dial-a-ride.
8 = Other

Question 4

Two answers are possible.

If two answers are given, separate the two codes with a comma.

If only one answer is given, code a 00 for the missing answer to the left of the coded answer.

00 = No response
01 = 1
02 = 2
03 = 3
04 = 4
05 = 5
06 = 6
07 = 7
08 = 8
09 = 9
10 = 10
11 = 11

Example: If response is 2, code is: 00, 02.

If response is 2 and 3, code is: 02, 03.

Questions 6, 6B, 6C, and 24

Three answers are possible.

If less than three answers are given, code a zero for each missing answer to the left of the coded answer(s), separating each code with a comma.

Example: If response is 2 only, code is: 0, 0, 2.

If response is 2 and 3, code is: 0, 2, 3.

If response is 2, 3, and 4, code is: 2, 3, 4.

Question 25

Three answers are possible.

If less than three answers are given, code a zero for each missing answer to the left of the coded answer(s), separating each code with a comma.

0 = No response
1 = Radio
2 = TV
3 = Mail (flyers)
4 = Newspaper
5 = Signs
6 = Other
7 = Signs on bus

Question 26

Two answers are possible.

If only one answer is given, code a zero for the missing answer to the left of the coded answer.

0 = No response
1 = 1
2 = 2
3 = 3
4 = 4
5 = 5
6 = 6
7 = 7
8 = 8
9 = 9

If more than two answers are given, mark response 8 ("I go a variety of ways") and code 0, 8.

Question 31

If a response is checked, code the appropriate number.

If a response is written in the blank, refer to the attached list of occupations to determine under which category the occupation belongs, then code the appropriate number.

01 = 1
02 = 2
03 = 3
04 = 4
05 = 5
06 = 6
07 = 7
08 = 8
09 = 9
10 = 10
11 = 11
12 = 12
13 = 13
14 = 14
15 = 15
16 = 16
17 = 17

Occupations included under each general category:

1. General Office/Clerical
   - Bank tellers
   - Billing clerks
   - Bookkeepers
   - Cashiers
   - Clerical supervisors
   - Counter clerks (except food)
   - Estimators and investigators
   - File clerks
   - Insurance investigators, examiners
   - Mail carriers, post office
   - Office machine operators
   - Key punch operators
   - Receptionists
   - Secretaries
   - Shipping and receiving clerks
   - Statistical clerks
   - Stenographers
   - Stock clerks and storekeepers
   - Telephone operators
   - Typists

2. Management
   - Bank officers and financial managers
   - Buyers, wholesale and retail trade
   - Health administrators
   - Managers and superintendents, building
   - Office managers
   - Officials and administrators, public administration
   - Purchasing agents and buyers
   - Restaurant, cafeteria, and bar managers
   - Sales managers
   - School administrators, except university

3. Government

4. University

5. Proprietor

6. Professional
   - Accountants
   - Engineers
   - Lawyers and judges
   - Librarians, archivists, and curators
   - Life and physical scientists
   - Chemists
   - Personnel and labor relations workers
   - Physicians, dentists, and related practitioners
   - Pharmacists
   - Registered nurses, dietitians, and therapists
   - Religious workers

Social scientists
Social and recreation workers
Teachers, elementary
Vocational and educational counselors
Writers, artists, and entertainers
Athletes
Editors and reporters
Research workers
Engineers

7. Sales
   - Hucksters and peddlers
   - Insurance agents, brokers, and underwriters
   - Real estate agents and brokers
   - Stock and bond sales agents
   - Sales representatives, manufacturing industries
   - Sales representatives, wholesale trade
   - Sales clerks, retail trade
   - Salesworkers, services and construction

8. Skilled/Semiskilled
   - Carpenters
   - Craftworkers
   - Road machine operators
   - Painters, maintenance, plumbers
   - Blue-collar worker supervisors
   - Machinists
   - Tool and die makers
   - Automobile mechanics
   - Other mechanics (i.e., television repair)
   - Printing craftworkers
   - Bakers
   - Crane, derrick operators
   - Telephone installers
   - Assemblers
   - Dressmakers
   - Garage workers and gas station attendants
   - Laundry and dry cleaning operatives
   - Meat cutters and butchers
   - Precision machine operatives
   - Bus drivers
   - Delivery workers
   - Fork lift and tow motor operatives
   - Taxicab drivers and chauffeurs
   - Truck drivers

9. Technical
   - Technicians
   - Electricians
   - Health technologists
   - Engineering technicians
   - Drafting
   - Computer related occupations except key punching

10. Service Worker
    - Cleaning service workers
    - Food service workers (i.e., cooks, waiters/waitresses)
    - Health aids except nurses (i.e., orderlies, nursing aids)
    - Practical nurses
    - Barbers
    - Child care workers
    - Hairdressers and cosmetologists
    - Protective service workers (fire, police, guards)
    - Cleaners and servants

11. Unskilled Labor
    - Construction
    - Freight and material handlers
    - Gardeners and groundskeepers
    - Stockhandlers

12. High School or College Student

13. Homemaker

14. Retired

15. Not Employed

16. Other

17. No Responses

APPENDIX 8

Survey Keypunching Instructions

2314 (3/80)

Record Name	Job/Program Number
Harbor Pre	Q Harbor

Source Document Name and Form Number

Department	Requested by (Organizational Unit):
MDOT	UPTRAN

Disposition of Documents	Disposition of Encoded Data
Return to User	Transfer to Tape

Prepared By	File Identification	Rec/Block	Date	Total Key Strokes
Emily Koo	Harbor Pre-Variable	80/10		42

FIELD NO.	FIELD NAME	MODE		COLUMNS		NO. OF COLS.	DATA REQ'D.		IF NONE		JUSTIFY		BLANK FILL	ZERO FILL	VERIFY		REMARKS
		A	N	From	Thru		Y	N	Zero	Skip	L	R			Y	N	
1	Sex Q1-3		X	1	4	4	Y								X		
2	Q4-9		X	5	15	11	Y								X		
3	Q10-16		X	16	22	7	Y								X		
4	Q17-22		X	23	32	10	Y								X		
5	Q23-27		X	33	40	8	Y								X		
6	Q28		X	41	42	2	Y								X		

Special Instructions

2314-R (N 4/78)

FIELD NO.	FIELD NAME	COLUMNS FROM	COLUMNS THRU	NO. OF COLS.
	Filler	1	1	1
	"31"	2	3	2
	Filler	4	4	1
1	Sex	5	5	1
		6	6	1
1	Q1 Loc Bus	7	7	1
		8	8	1
1	Q2 Name	9	9	1
		10	10	1
1	Q3 Ride Bus	11	11	1
		12	12	1
2	Q4 Y Not	13	16	4
		17	17	1
2	Q5 Freq	18	18	1
		19	19	1
2	Q6 Purpose	20	22	3
		23	23	1
2	Q7 Sr Ser	24	24	1
		25	25	1
2	Q8 Hcap	26	26	1
		27	27	1
2	Q9 Cost	28	28	1
		29	29	1
3	Q10 Cost Is	30	30	1
		31	31	1
3	Q11 Travel	32	32	1

FIELD NO.	FIELD NAME	COLUMNS FROM	COLUMNS THRU	NO. OF COLS.
	Filler	33	33	1
3	Q12 Get Info	34	34	1
		35	35	1
3	Q13 Gas	36	36	1
		37	37	1
3	Q14 Radio	38	38	1
		39	39	1
3	Q15 Radio Ad	40	40	1
		41	41	1
3	Q16 TV	42	42	1
		43	43	1
4	Q17 TV Ad	44	44	1
		45	45	1
4	Q18 Loc Pap	46	46	1
		47	47	1
4	Q19 Paper Ad	48	48	1
		49	49	1
4	Q20 Locat	50	50	1
		51	51	1
4	Q21 Where	52	54	3
		55	55	1
4	Q22 Bst Way	56	58	3
		59	59	1
5	Q23 Nor Tran	60	63	4
		64	64	1
5	Q24 Veh	65	65	1

2314-R (N 4/78)

FIELD NO.	FIELD NAME	COLUMNS		NO. OF COLS.
		FROM	THRU	
	Filler	66	66	1
5	Q25 Age	67	67	1
		68	68	1
5	Q26 Hnd Cap	69	69	1
		70	70	1
5	Q27 Mobile	71	71	1
	Filler	72	80	9
	Filler	1	1	1
6	Q28 Occupat	2	3	2
	Filler	4	80	77

FIELD NO.	FIELD NAME	COLUMNS		NO. OF COLS.
		FROM	THRU	

APPENDIX 9

Sample of GRATA's Television Ads

Video	Audio
Row of single story businesses on Chicago Drive.	The Chicago Skyline?
Residential backyard pool.	
Graphic looking show of city street lights.	The Lights of Broadway?
Skier on tiny front yard sloping lawn.	
Backyard rose garden.	The Rose Bowl of Pasadena?
	Surprised? These places are home for a lot of people in the Grand Rapids area and just a few of the hundreds of places GRATA takes you. From Chicago drive to Pasadena Drive . . .
	You can depend on your Grand Rapids Area Transit Authority.
	It's the way to go to work . . . shop . . . anywhere and home again.
GRATA Way-To-Go Identity	Way to go, GRATA!

APPENDIX 10

Sample Regression Analysis

In this regression analysis, the responses to the Grand Haven community questionnaires were selected from the data file. Bus ridership, as indicated by responses to the question, "Have you personnally ridden the bus in Grand Haven during the past year?", was used as the dependent variable. The following regression equation, and its resulting beta weights, was used to determine the effectiveness of HT's TV, radio, and newspaper ads on bus ridership:

Bus ridership = .8985487 - .189 (Employed) - .130 (Homemaker) - .085 (Student) + .076 (heard radio ads) - .087 (sex) - .486 (age 20) - .506 (age 40) - .436 (age 30) - .392 (age 50) - .335 (age 60) + .102 (listen to radio) + .068 (saw TV ad) - .120 (watch TV) - .013 (postsurvey) + .014 (saw paper ad).

The significance levels of the underlined results below were derived from the F-table on the following page.

MULTIPLE R	0.36874
R SQUARE	0.13597
ADJUSTED R SQUARE	0.11335
STANDARD ERROR	0.45281

ANALYSIS OF VARIANCE	DF	SUM OF SQUARES	MEAN SQUARE	F
REGRESSION	15.	18.48802	1.23253	6.01135
RESIDUAL	573.	117.48481	0.20503	

VARIABLES IN THE EQUATION

VARIABLE	B	BETA	STD ERROR B	F
EMPLOY	-0.1891282	-0.19680	0.07624	6.155
HMMKR	-0.1302186	-0.11755	0.07505	3.011
STD	-.8447443E-01	-0.04423	0.14764	0.327
RADIOAD	.7587202E-01	0.07091	0.04565	2.763
M	-.8721414E-01	-0.08520	0.04365	3.992
A20	-0.4861906	-0.39297	0.12144	16.028
A40	-0.5063546	-0.34726	0.12647	16.031
A30	-0.4360794	-0.38148	0.12196	12.786
A50	-0.3920278	-0.27043	0.12848	9.311
A60	-0.3350281	-0.30245	0.13107	6.533
RADIO	0.1019190	0.06463	0.06582	2.398
TVAD	.6766447E-01	0.05266	0.05093	1.765
TV2	-0.1200646	-0.05133	0.09631	1.554
PST	-.1271379E-01	-0.01323	0.03834	0.110
PAPERAD	.1383843E-01	0.01374	0.04185	0.109
(CONSTANT)	0.8985487			

VARIABLES NOT IN THE EQUATION

VARIABLE	BETA IN	PARTIAL	TOLERANCE	F
RTD	-0.05770	-0.00000	0.00000	0.000
LOCPAP.	-0.00444	-0.00394	0.67933	0.009

VARIANCE RATIO STATISTIC.

N	0.001	0.002	0.005	0.01	0.02	0.05	0.1	0.2	0.3	0.5	0.7	0.8	0.9	0.95	0.98	0.99	0.995	0.998	0.999
1	2.47-6	9.87-6	6.17-5	2.47-4	9.88-4	.00619	.02509	.10557	.25962	1.0000	3.8518	9.4721	39.863	161.45	1012.5	4052.2	16211.	101321	405284
2	2.00-6	8.00-6	5.00-5	2.00-4	8.00-4	.00501	.02020	.08333	.19780	.66667	1.9216	3.5556	8.5263	18.513	48.505	98.503	198.50	498.50	998.50
3	1.85-6	7.40-6	4.63-5	1.85-4	7.40-4	.00464	.01866	.07655	.17995	.58506	1.5619	2.6822	5.5383	10.128	20.618	34.116	55.552	104.34	167.03
4	1.78-6	7.11-6	4.44-5	1.78-4	7.11-4	.00445	.01791	.07329	.17153	.54863	1.4151	2.3507	4.5448	7.7086	14.040	21.198	31.333	51.455	74.137
5	1.73-6	6.94-6	4.34-5	1.74-4	6.94-4	.00434	.01747	.07139	.16665	.52807	1.3358	2.1782	4.0604	6.6079	11.323	16.258	22.785	34.733	47.181
6	1.71-6	6.83-6	4.27-5	1.71-4	6.83-4	.00427	.01718	.07014	.16347	.51489	1.2863	2.0729	3.7759	5.9874	9.8764	13.745	18.635	27.119	35.507
7	1.69-6	6.75-6	4.22-5	1.69-4	6.75-4	.00422	.01698	.06926	.16123	.50572	1.2525	2.0020	3.5894	5.5914	8.9877	12.246	16.236	22.899	29.245
8	1.67-6	6.69-6	4.18-5	1.67-4	6.69-4	.00419	.01682	.06860	.15958	.49898	1.2280	1.9511	3.4579	5.3177	8.3895	11.259	14.688	20.257	25.415
9	1.66-6	6.64-6	4.15-5	1.66-4	6.64-4	.00416	.01671	.06810	.15830	.49382	1.2094	1.9128	3.3603	5.1174	7.9605	10.561	13.614	18.463	22.857
10	1.65-6	6.60-6	4.13-5	1.65-4	6.61-4	.00413	.01661	.06770	.15728	.48974	1.1948	1.8829	3.2850	4.9646	7.6384	10.044	12.826	17.170	21.040
11	1.64-6	6.57-6	4.11-5	1.64-4	6.58-4	.00412	.01654	.06737	.15646	.48643	1.1830	1.8589	3.2252	4.8443	7.3880	9.6460	12.226	16.198	19.687
12	1.64-6	6.55-6	4.09-5	1.64-4	6.55-4	.00410	.01647	.06710	.15578	.48370	1.1733	1.8393	3.1765	4.7472	7.1878	9.3302	11.754	15.442	18.643
13	1.63-6	6.53-6	4.08-5	1.63-4	6.53-4	.00409	.01642	.06687	.15520	.48140	1.1653	1.8230	3.1362	4.6672	7.0241	9.0738	11.374	14.838	17.815
14	1.63-6	6.51-6	4.07-5	1.63-4	6.51-4	.00408	.01637	.06667	.15471	.47944	1.1584	1.8091	3.1022	4.6001	6.8880	8.8616	11.060	14.344	17.143
15	1.62-6	6.50-6	4.06-5	1.62-4	6.50-4	.00407	.01633	.06650	.15428	.47775	1.1525	1.7972	3.0732	4.5431	6.7729	8.6831	10.798	13.934	16.587
16	1.62-6	6.48-6	4.05-5	1.62-4	6.48-4	.00406	.01630	.06636	.15391	.47628	1.1473	1.7869	3.0481	4.4940	6.6744	8.5310	10.575	13.588	16.120
17	1.62-6	6.47-6	4.04-5	1.62-4	6.47-4	.00405	.01627	.06623	.15359	.47499	1.1428	1.7779	3.0262	4.4513	6.5892	8.3997	10.384	13.292	15.722
18	1.62-6	6.46-6	4.04-5	1.62-4	6.46-4	.00404	.01624	.06611	.15330	.47384	1.1389	1.7699	3.0070	4.4139	6.5146	8.2854	10.218	13.036	15.379
19	1.61-6	6.45-6	4.03-5	1.61-4	6.45-4	.00404	.01622	.06601	.15304	.47282	1.1353	1.7629	2.9899	4.3807	6.4490	8.1849	10.073	12.812	15.081
20	1.61-6	6.44-6	4.03-5	1.61-4	6.44-4	.00403	.01620	.06592	.15281	.47191	1.1321	1.7565	2.9747	4.3512	6.3907	8.0960	9.9439	12.615	14.819
25	1.60-6	6.41-6	4.01-5	1.60-4	6.41-4	.00401	.01611	.06557	.15193	.46844	1.1202	1.7328	2.9177	4.2417	6.1758	7.7698	9.4753	11.904	13.877
30	1.60-6	6.39-6	3.99-5	1.60-4	6.39-4	.00400	.01606	.06533	.15135	.46616	1.1123	1.7172	2.8807	4.1709	6.0381	7.5625	9.1797	11.459	13.293
35	1.59-6	6.37-6	3.98-5	1.59-4	6.37-4	.00399	.01602	.06517	.15093	.46453	1.1067	1.7062	2.8547	4.1213	5.9425	7.4191	8.9763	11.156	12.896
40	1.59-6	6.36-6	3.98-5	1.59-4	6.36-4	.00398	.01599	.06504	.15062	.46332	1.1026	1.6980	2.8354	4.0847	5.8722	7.3141	8.8279	10.935	12.609
45	1.59-6	6.35-6	3.97-5	1.59-4	6.35-4	.00398	.01597	.06495	.15038	.46237	1.0994	1.6917	2.8205	4.0566	5.8183	7.2339	8.7148	10.768	12.392
50	1.59-6	6.35-6	3.97-5	1.59-4	6.35-4	.00397	.01595	.06487	.15019	.46162	1.0968	1.6867	2.8087	4.0343	5.7757	7.1706	8.6258	10.637	12.222
60	1.58-6	6.34-6	3.96-5	1.58-4	6.34-4	.00397	.01593	.06476	.14990	.46050	1.0930	1.6792	2.7911	4.0012	5.7127	7.0771	8.4946	10.444	11.973
70	1.58-6	6.33-6	3.96-5	1.58-4	6.33-4	.00396	.01591	.06467	.14970	.45970	1.0903	1.6738	2.7786	3.9778	5.6682	7.0114	8.4027	10.309	11.799
80	1.58-6	6.32-6	3.95-5	1.58-4	6.32-4	.00396	.01589	.06461	.14954	.45910	1.0883	1.6698	2.7693	3.9604	5.6353	6.9627	8.3346	10.210	11.671
90	1.58-6	6.32-6	3.95-5	1.58-4	6.32-4	.00395	.01588	.06457	.14942	.45863	1.0867	1.6668	2.7621	3.9469	5.6098	6.9251	8.2822	10.133	11.573
100	1.58-6	6.31-6	3.95-5	1.58-4	6.32-4	.00395	.01587	.06453	.14933	.45826	1.0854	1.6643	2.7564	3.9361	5.5895	6.8953	8.2406	10.073	11.495
120	1.58-6	6.31-6	3.94-5	1.58-4	6.31-4	.00395	.01586	.06447	.14918	.45771	1.0835	1.6606	2.7478	3.9201	5.5593	6.8509	8.1788	9.9827	11.380
140	1.58-6	6.31-6	3.94-5	1.58-4	6.31-4	.00395	.01585	.06443	.14908	.45731	1.0822	1.6580	2.7417	3.9087	5.5379	6.8194	8.1351	9.9191	11.299
160	1.58-6	6.30-6	3.94-5	1.58-4	6.30-4	.00394	.01584	.06440	.14901	.45701	1.0812	1.6560	2.7371	3.9002	5.5219	6.7960	8.1025	9.8718	11.238
180	1.58-6	6.30-6	3.94-5	1.58-4	6.30-4	.00394	.01584	.06437	.14895	.45678	1.0804	1.6545	2.7336	3.8936	5.5095	6.7778	8.0773	9.8353	11.192
200	1.57-6	6.30-6	3.94-5	1.57-4	6.30-4	.00394	.01583	.06436	.14890	.45660	1.0798	1.6533	2.7308	3.8884	5.4997	6.7633	8.0572	9.8062	11.155
250	1.57-6	6.30-6	3.93-5	1.57-4	6.30-4	.00394	.01582	.06432	.14881	.45626	1.0787	1.6511	2.7257	3.8789	5.4819	6.7373	8.0212	9.7541	11.088
300	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00394	.01582	.06430	.14876	.45604	1.0779	1.6496	2.7223	3.8726	5.4702	6.7201	7.9973	9.7196	11.044
350	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00394	.01581	.06428	.14872	.45588	1.0774	1.6486	2.7199	3.8682	5.4618	6.7078	7.9803	9.6950	11.013
400	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00394	.01581	.06427	.14869	.45576	1.0770	1.6478	2.7181	3.8648	5.4555	6.6987	7.9676	9.6766	10.989
450	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00394	.01581	.06426	.14866	.45567	1.0767	1.6472	2.7167	3.8622	5.4507	6.6915	7.9577	9.6624	10.971
500	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00394	.01581	.06425	.14864	.45560	1.0764	1.6467	2.7156	3.8601	5.4468	6.6858	7.9498	9.6510	10.957
550	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00394	.01581	.06425	.14863	.45554	1.0762	1.6463	2.7147	3.8584	5.4436	6.6812	7.9434	9.6417	10.945
600	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00394	.01580	.06424	.14861	.45549	1.0761	1.6460	2.7139	3.8570	5.4409	6.6773	7.9381	9.6340	10.935
650	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00394	.01580	.06424	.14860	.45545	1.0759	1.6457	2.7133	3.8558	5.4387	6.6740	7.9335	9.6275	10.927
700	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06423	.14859	.45541	1.0758	1.6455	2.7127	3.8548	5.4368	6.6712	7.9296	9.6219	10.920
750	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06423	.14859	.45538	1.0757	1.6453	2.7122	3.8539	5.4351	6.6688	7.9263	9.6170	10.913
800	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06423	.14858	.45535	1.0756	1.6451	2.7118	3.8531	5.4336	6.6667	7.9233	9.6128	10.908
850	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06422	.14857	.45533	1.0755	1.6449	2.7115	3.8524	5.4324	6.6648	7.9207	9.6091	10.903
900	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06422	.14857	.45530	1.0754	1.6448	2.7111	3.8518	5.4312	6.6631	7.9184	9.6057	10.899
950	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06422	.14856	.45528	1.0754	1.6447	2.7108	3.8513	5.4302	6.6616	7.9164	9.6028	10.895
1000	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06422	.14856	.45527	1.0753	1.6445	2.7106	3.8508	5.4293	6.6603	7.9145	9.6001	10.892
1200	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06421	.14854	.45521	1.0751	1.6442	2.7097	3.8492	5.4264	6.6561	7.9087	9.5916	10.881
1500	1.57-6	6.29-6	3.93-5	1.57-4	6.29-4	.00393	.01580	.06421	.14853	.45516	1.0749	1.6438	2.7089	3.8477	5.4235	6.6518	7.9028	9.5832	10.870
2000	1.57-6	6.28-6	3.93-5	1.57-4	6.29-4	.00393	.01579	.06420	.14851	.45510	1.0748	1.6435	2.7081	3.8461	5.4206	6.6476	7.8970	9.5748	10.860
5000	1.57-6	6.28-6	3.93-5	1.57-4	6.29-4	.00393	.01579	.06419	.14849	.45500	1.0744	1.6428	2.7065	3.8433	5.4154	6.6400	7.8864	9.5596	10.840

NUMERATOR DEGREES OF FREEDOM, M = 1

APPENDIX 11

Aggregated Survey Response Frequencies

1. Age Group

Age	Bus Riders	Non-bus Riders
16-19	14.0%	4.6%
20-29	25.1	23.7
30-39	16.4	22.6
40-49	10.0	15.5
50-59	9.1	13.5
60+	25.4	20.1

2. Occupation Category

Occupation	Bus Riders	Non-bus Riders
General office/clerical	7.0%	5.1%
Management	1.5	3.5
Government	.9	1.0
University	1.5	.6
Proprietor	1.7	2.3
Professional	8.0	12.6
Sales	3.6	4.3
Skilled/semiskilled	3.2	7.9
Technical	1.1	1.9
Service worker	5.1	4.2
Unskilled labor	3.5	4.8
High school/college student	20.5	11.1
Homemaker	18.0	20.5
Retired	18.0	14.9
Unemployed	5.0	3.9
Other	1.5	1.4

3. How often do you ride the bus?

Yearly	42.2%
Monthly	28.6
Weekly (1 to 3 days/wk.)	19.4
Daily (4 to 7 days/wk.)	9.9

4. Do you know how much it costs to ride the bus?

	Bus Riders	Non-bus Riders
Yes	89.3%	29.3%
No	10.7	70.7

5. Do you know how to obtain information about the bus system?

	Bus Riders	Non-bus Riders
Yes	88.1%	74.7%
No	11.9	25.3

6. What would be the best way to inform you about the bus system?

	Bus Riders	Non-bus Riders
Radio	21.6%	19.1%
TV	15.6	16.6
Mail	13.6	16.5
Newspaper	29.8	33.1
Signs	3.3	2.7
Signs on bus	2.8	1.2
Other	13.3	10.9

	Urban	Nonrural
Radio	15.9%	49.2%
TV	19.3	17.6
Mail	23.1	5.7
Newspaper	27.2	22.1
Signs	2.7	1.5
Signs on bus	10.4	2.7
Other	1.4	1.2

APPENDIX 12

Cost Containment Program Data - Fiscal Year 1980-81

Cost Containment Measures taken by the Relevant Transit Systems:

1. The City of Alma

   Reduced hours of operation through elimination of least productive time periods.

   Fares were increased.

   Cost savings - $25,000 operating expenses; $10,000 maintenance.

2. Antrim County

   Discontinue Saturday service.
   Cut advertising.
   Cost savings - $32,812.

3. CATA (Lansing)

   Change work week for maintenance from seven to five days.
   Reduce dispatching hours.
   Service reductions.
   Reduce tire leasing costs.
   Change to self-insurance for workers compensation.
   Staff reductions through layoffs or attrition.
   Cost savings - $732,973.

4. GRATA (Grand Rapids)

   More efficient scheduling of drivers.
   Service reductions.
   Reduced administrative work force.
   Cost savings - $175,000 - $250,000.

5. MCAT (Mecosta County)

   No replacement of full-time staff.
   Reduce vehicle hours.
   Reduce fuel consumption.
   Cost savings - $100,000.

6. STS (Saginaw)

   Use of management firm for operations.
   Joint purchase of insurance.
   Cost saving - not determined.

7. SEMTA (Detroit area)

Cost containment as an ongoing function.
Service cuts.
Lay-offs of drivers and administrative staff.
Reduced travel, administrative expenditures, and marketing.
Cost saving - not determined.

8. HT (Grand Haven)

Reduce hours of operation.
Implement fixed routes to local industries.
Rearrange schedules for efficiency.
Preventive maintenance.
Cost savings - $25,000 - $30,000.

9. ICTA (Isabella County)

Reduced late evening and early morning service.
Overall budget cuts.
Cost savings - $340,000.

10. MTA (Flint)

Continued cost containment during planning/programming/budgeting.

Increase passenger fares.

Terminate marginal service.

Reduce out-county service.

Reduce maintenance employees and increase productivity.

Reduce absenteeism through financial incentives and control of tardiness and unexcused absences.

Increased use of computer to facilitate the processing of financial records thereby reducing administrative overtime.

Cost savings - $561,000.

11. MTS (Kalamazoo)

Eliminate overhead lighting in the vehicle storage areas during the day.

Installed oil purifiers on vehicle engines.

Convert from fuel oil to natural gas heating.

More efficient bus washing system.

More efficient vehicles placed in operation.

Bus stop sign location study performed which improved passenger pick-up locations.

Installed an automatic passenger counting system.

Improved driver training programs.

Expanded pass sales program by mail and began a token sales program.

Improved efficiency in the route structure.

Reduced service.

Improved inventory controls.

Reduced staff.

Cost savings - over $750,000.

Negative Effects of the Cost Containment Program:

MCAT:	Reduced service.
MTA:	Reduced service; reduced ridership.
HT:	Loss of ridership.
ICTC:	Loss of operating efficiency.
MTS:	Increase in overtime expense.

APPENDIX 13

Sample Characteristics*

	Percentage of Total Surveys for Each System			
	Flint	Grand Haven	Isabella	Kalamazoo
SEX				
Male	29.0%	31.0%	35.0%	37.0%
Female	71.0	68.0	65.0	60.0
AGE				
16-19	8.0%	9.0%	9.0%	4.0%
20-29	17.0	19.0	39.0	24.0
30-39	21.0	21.0	16.0	27.0
40-49	16.0	12.0	11.0	16.0
50-59	16.0	13.0	9.0	11.0
60+	21.0	27.0	17.0	18.0
OCCUPATION				
General office/clerical	6.0%	5.0%	4.0%	6.0%
Management	3.0	2.0	2.0	5.0
Government	1.0	1.0	1.0	1.0
University	.1	.1	2.0	2.0
Proprietor	1.0	4.0	2.0	1.0
Professional	9.0	12.0	9.0	13.0
Sales	3.0	4.0	3.0	6.0
Skilled/Semiskilled	6.0	8.0	5.0	7.0
Technical	1.0	1.0	1.0	3.0
Service worker	5.0	6.0	4.0	2.0
Unskilled labor	7.0	3.0	3.0	4.0
High school/college student	8.0	7.0	32.0	10.0
Homemaker	26.0	23.0	15.0	16.0
Retired	17.0	18.0	12.0	15.0
Not employed	6.0	6.0	4.0	4.0
Other	1.0	.4	1.0	3.0

*Percentages are for pre- and postsurveys combined.

APPENDIX 14
Telephone Call Results

	Flint		Grand Haven		Isabella		Kalamazoo	
	Pre-survey	Post-survey	Pre-survey	Post-survey	Pre-survey	Post-survey	Pre-survey	Post-survey
Starting Date	2-21-83	6-4-84	2-21-83	4-2-84	3-23-83	4-24-84	2-14-83	4-12-84
Completion Date	3-5-83	7-17-84	3-16-83	4-20-84	3-31-83	7-3-84	2-25-83	4-27-84
Interviews completed	412	417	410	418	399	400	395	409
Number changed	31	22	5	6	3	2	11	30
Number disconnected	82	157	83	72	32	61	41	57
Nonresidential	288	404	235	319	18	79	55	232
Refusal	139	147	61	64	49	34	32	92
Inconvenient time	77	123	101	103	16	48	35	51
No adult available	13	28	27	35	1	22	1	6
No answer/busy	397	555	474	604	78	195	92	198
Out-of-service area	35	120	247	259	20	14	6	18
Incomplete Information Sheet	11	9	9	23	7	34	3	60
TOTAL CALLS	1,485	1,982	1,652	1,903	623	889	671	1,153
Successful calls as a percentage of total calls	28%	21%	25%	22%	64%	45%	59%	36%
Average percentage of successful calls to total calls	25%		24%		55%		48%	

APPENDIX 15

OPERATIONAL DATA OF PROJECT RECIPIENTS
(October 1982 - September 1983)

System	Service Area	Service Area Population*	Number of Passengers in FY 1983	Vehicle Miles in FY 1983	Total Vehicles in Fleet Without Lift	With Lift	Urban/ Rural	System Type
Alma Dial-A-Ride	City of Alma and surrounding area	23,249	56,164	80,118	4	2	Rural	Demand-response
Antrim County	Antrim County	12,612	58,127	317,011	5	4	Rural	Demand-response
CATA	Lansing, East Lansing, and surrounding area	301,681	4,406,843	2,198,418	39	55	Urban	Line-haul and demand-response
GRATA	Grand Rapids and surrounding area	486,949	5,214,655	3,713,418	76	38	Urban	Line-haul and demand-response
HT	Grand Haven, Spring Lake, Ferrysburg, and Spring Lake township	35,766	114,048	258,768	7	5	Rural	Line-haul and demand-response
ICTC	Isabella County	44,584	170,119	495,954	12	11	Rural	Line-haul and demand-response
MCAT	Mecosta County	15,997	52,473	271,748	6	3	Rural	Demand-response
MTA	City of Flint and surrounding area	413,761	3,899,484	1,959,472	64	16	Urban	Line-haul and demand-response
MTS	City of Kalamazoo and surrounding area	185,631	2,470,759	1,499,883	7	66	Urban	Line-haul and demand-response
SEMTA	Counties of: St. Clair, Livingston, Monroe, Oakland, Macomb, Wayne	4,417,383	73,842,424	44,419,562	378	703	Urban	Line haul and demand-response
STS	City of Saginaw and surrounding area	147,552	1,485,345	818,004	10	36	Urban	Line-haul and demand-response

*Source: 1970 Census Data.

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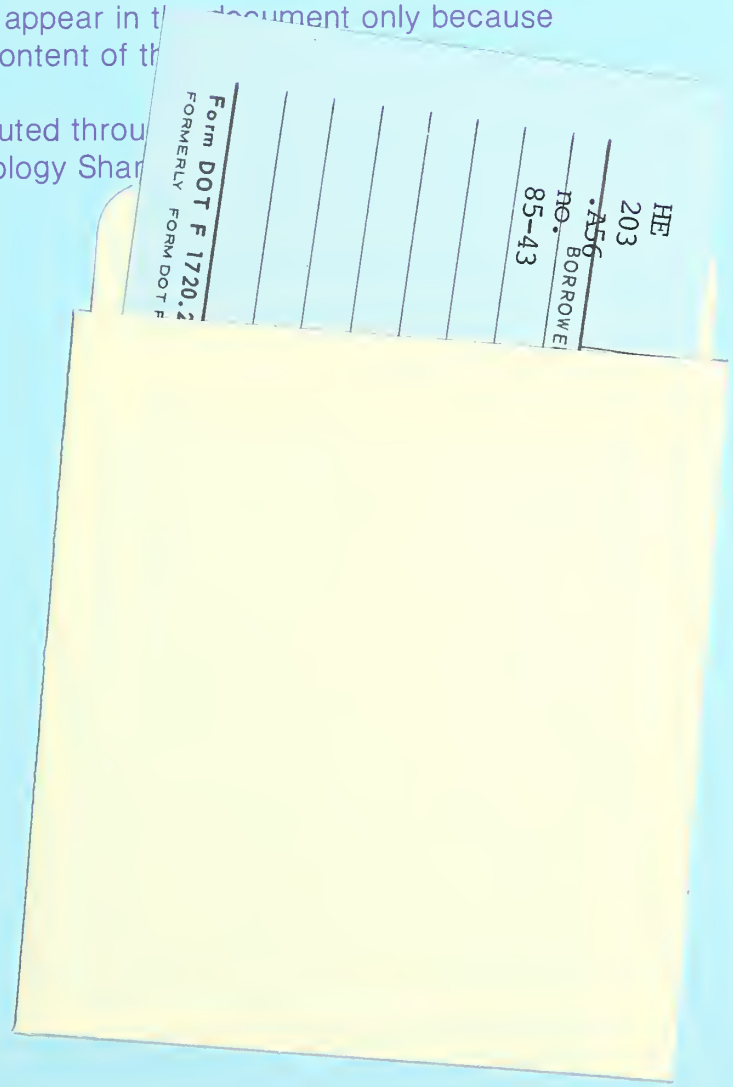

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